

# Electrical Merchandising

The Business Magazine of the Electrical Trade

Vol. 43, No. 5

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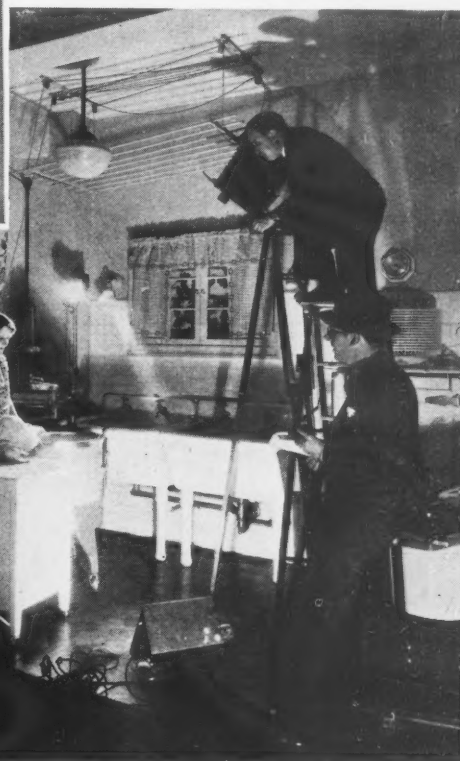
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## Making a Magazine—II

The photographic illustrations in ELECTRICAL MERCHANDISING frequently necessitate some acrobatics on the part of the photographer. The picture below was taken while photographing a series on washing machines which ran in our March issue. It was taken in the Laboratory Kitchen of the Graybar Electric Company and the model used carried through a washing to illustrate the various steps in the series.



# Are You Getting Your Share of the residential fan business?



Above. An interior view showing a Breezo Home Ventilating Unit installed and operating.

Below. An exterior view showing the neat appearance of a Breezo Home Ventilating Unit.



Those who have studied the home ventilating fan market know its potential sales possibilities are unlimited . . . that they are easy to sell when prospects are approached from the proper angle (especially during hot weather) . . . that the installation is extremely simple . . . and, that the service costs are nil. What more could any appliance dealer ask? What appliance, today, offers such possibilities?

And, when you consider the fact that a sales franchise for Buffalo Breezo Fans identifies you with this outstanding pioneer in the ventilating business, the proposed business relationship is doubly attractive.

The Buffalo Breezo Fan market does not end with residential installations. We will help you get business from your local clubs, restaurants, apartment houses, shops, garages, office buildings, public buildings, and industrial plants.

*For a full outline of what a Buffalo Breezo Fan franchise can do for you, write us today! No obligation.*

**Buffalo Forge Company**

205 Mortimer St., Buffalo, N. Y.

In Canada: Canadian Blower & Forge Co., Ltd., Kitchener, Ontario

# BUFFALO BREEZO

## V E N T I L A T I N G F A N S

MAY, 1930

# Electrical Merchandising

L. E. MOFFATT,  
*Editor*

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## SAN FRANCISCO

June 16 to 20

It won't be long now.

The 53rd annual pow-wow of the National Electric Light Association is set for June 16-20 and, as is the custom every fifth year, will take place at San Francisco, Cal.

To most of the delegates who will entrain, fly and sail to the glamorous city on the Pacific coast, the event will be a combination of business and vacation. The length of the trip, for one thing, and the rich variety of scenic splendors and diverting pastimes the coast affords, makes it natural to combine the two.

The convention proper will be held in the Civic Center auditorium, a massive structure which will hold 12,000 people and which remains as one of the last impressive relics of the Panama-Pacific Exposition. Special

illuminating effects will be used on most of the city's civic buildings—a natural phenomena whenever electrical men gather to discuss their problems.

There will be no exhibits at the convention this year due to lack of adequate space for display. There will be, however, some instructive N.E.L.A. exhibits charting the progress made by the organization.

Insofar as the Commercial Section meeting, June 18, is concerned, Marshall Sampsell, Chairman, reports that there will be a number of instructive addresses by utility commercial executives, and an adequate review of the past year's work.

A promising meeting and one which every forward-minded commercial man in the industry should make an effort to attend.



# REMOVE *The*

No!  
We'll Buy a  
Gas Range

*It costs us  
Nothing to Install*

Photo by  
LAZARNICK





By L. E. MOFFATT

# BARRIER



IN LESS than three years the refrigerator has put more load building units on the power lines than the total number of electric ranges in use after twenty years of effort. With more than eight million wired homes served by companies offering range rates—last year the industry sold only 158,000 ranges.

Everyone of these millions of families cook. They eat. They buy their proportion of 3,000,000 gas, oil and coal ranges sold each year. Why don't they buy electric ranges also?

There must be a reason for this discouraging rate of progress.

Many reasons can be urged. But in any study of the situation one factor stands out above others: *there are too few sales outlets.* To urge this fact is not minimizing the efforts of the utilities in their pioneering of the electric range. But the time has come to cease thinking in terms of pioneering by the central station alone. The time has come to enlist the whole trade in merchandising the electric range. If this does not happen—we might as well face it—the same trade that has worked *with* the utilities on refrigeration and other load builders may work *against* them on the range.

Merchants need merchandise. Therefore, many electrical dealers who should be devoting sales effort to the electric range have taken on gas ranges. Many others are looking with interest at pyrofax, philgas and other competing equipment. Why don't they sell electric ranges too?

Is there a reason why ranges cannot be sold on the same basis as other electrical specialties? There is. *The cost of installation.*

It is the cost of wiring on the customer's premises that has put the electric range out of the class of merchandise in the sense that a refrigerator is merchandise, or a gas range. It isn't a clean cut purchase bought and paid for without the need for any further investment for connection to the service.

This is a serious barrier to sales.

And only the utilities can remedy the situation.

THE time has come, therefore, for power companies to recognize that if they want this load they must pay the cost of range installation themselves, treat the funds thus invested as a capital account and set up this policy to cover all ranges sold by all dealers.

It can be done. It is already being done. Some utilities now pay for range installation. But often they pay indirectly in the form of a reduced price applying only to ranges sold by their own forces. This burdens the merchandise department with a heavy expense, provokes criticism and prevents the vigorous load building of healthy competitors. If, however, range installation costs are considered a part of service extensions and paid for out of capital, the result will not only lighten the burden of pioneering and promotion, but it will greatly reduce the present ratio between investment in new domestic customers and revenue return.

An example makes this clear: the records of one company recently published, show an average investment in distribution line extensions of \$130 per new customer to obtain an average revenue return of \$33. To include range installation would increase the investment to \$175 but increase the yearly return to \$77.

Surely a policy that reduces the investment in a new customer from 3.9 years revenue to 2.3 years revenue is justified as good finance, good business and good sense.

# Our MARKET for Ranges

WHAT lies before us with the electric range in sales opportunity, in work to be done and in the competition we have to meet?

The figures that follow help to make the picture clear. They are national figures, collected from many sources and it has not been possible to have them broken down into districts or states. They do, however, reveal the extent of the waiting market, and the degree to which this market is now dominated by competing forces.

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## 8,500,000 PROSPECTS

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PRACTICALLY all range business is for replacement. As will be shown further on, there are sales of over 3,000,000 ranges of various types a year, and as there are only approximately 300,000 new families a year to be provided for, we get roughly 2,750,000 replacement sales. This, in relation to the 28,800,000 families in the United States, means an annual replacement of about ten per cent.

On the basis of these figures the normal yearly demand for cooking equipment would be about 3,000,000 units. It also indicates that about ten per cent of all domestic electric customers, on lines with favorable range rates, are buying new cooking ranges every year.

Now, according to the latest figures compiled, approximately 43 per cent of all domestic electrical customers, or 8,500,000 families, are because of favorable rate structure, prospects for electric ranges.

If these are only average families, then 850,000 of them are every year in the market for a new range.

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## GAS

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GAS, always regarded as the particular competitor of the electric range, is not available to the use of all homes—not even by a substantial margin available to all the homes using electricity. According to the 1928 figures of the American Gas Association and the United States Bureau of the Census, there were 15,615,000 families using manufactured and natural gas. This same

year there were 18,833,000 domestic electrical customers, giving us a margin of 3,200,000 electric customers who cannot use gas. The gas range, however, has a high percentage of saturation (88 per cent) in those homes with gas service.

There is an indication of higher unit prices on gas ranges. Last year one leading manufacturer brought out a deluxe gas range selling at a high price which achieved a rapid market acceptance. There are other indications that the investment that a family makes in their range is increasing, reducing the difference in first cost between a good electric range and other efficient cooking equipment.

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## OIL

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Keep in mind that there are approximately 3,000,000 families using electricity who have no gas connections. Homes that are almost all on range rate schedules.

Here we meet the competition of the oil range. The oil range in two years has shown some decline in units of sale. In 1927 figures reported show the sale of 1,000,000 new oil ranges. Last year's figures, 1929, show a decline in units of about 10 per cent of sales, to 900,000. The dollar volume, however, of oil range business is reported as going up. In other words, the oil people are pricing their product higher, getting a greater dollar with a lower unit return.

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## TANK GAS

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THE newest competitor is the range operating from storage gas or tank gas. This type of installation, known to the trade as pyrofax, philgas, shellane, etc., is being pushed by the large oil and gas producing companies as an outlet for by-products in the production of natural gas. Gases (propane, butane, pentane and hexane) which have in the past not been commercially marketable are being tanked under pressure and delivered to the customers' premises. The tanks are stored outside the house in appropriate containers, and connected with the gas range in the user's kitchen. The tank gas range differs from the ordinary gas range only in the size and character of the burners.

The companies behind this equipment are such organizations as the Union Carbide and Carbon Company,

### How America Cooks

13,700,000 families by gas

7,700,000 families by coal and wood

6,500,000 families by oil

875,000 families by electricity

35,000 families by tank gas systems



General Motors, Shell Petroleum Company, Skelly Oil Company, and Phillips Petroleum Company. They are selling the product at a high price. For instance, one type costs the customer \$100 for the tank installation and \$140 for the range. Another is offering a converter gas outfit, automatic in character, for \$354 plus installation, plus the range. A third leases the tank for \$36.50 and sells the customer a gas range at from \$69.50 on up.

These organizations are going about selling this equipment on a specialty basis, with an energetic sales staff. They work chiefly on the basis of a market survey which gives them a carefully picked group of customer prospects. Their policy is to solicit customers who have no gas and who probably will not have gas for ten years. These customers also must be people in good income classes, and are most frequently in the better class suburban developments—precisely the kind of customer that the power company needs for electric ranges.

The interesting thing from the standpoint of electric range competition is that tank gas equipment is not only expensive to purchase and install, but is expensive in operation. This tank gas is high in thermal units. Operating cost is also high. One company's product is equivalent to city gas at \$2.50 per thousand cubic feet. Another company claims that its product is equivalent to \$1.50 gas, and with still another company each tank gives the equivalent of 5,000 cubic feet of city gas for the price of \$14.

On the basis of cost of operation and availability of service this competition should not be dangerous to the electric range. Even in cost of equipment and installation it does not compare favorably with the electric range.

However, it is a potentially dangerous competitor because these companies are organizing to sell on a specialty basis. Under analysis their proposition is not impressive, but their marketing plans are.

### COMPETING FUEL COSTS

LET us see how the cost of fuel of various kinds compares with the cost of using an electric range.

Bulletin 357 of the United States Bureau of Labor Statistics entitled "Cost of Living in the United States" contains the result of an investigation on the money spent for cooking fuel of all kinds by families of different incomes, the data being secured by personal visits of federal agents to the homes of wage earners and small-salaried men. Specific restrictions were applied to the survey. The families from which data were obtained

#### *America Bought in 1929*

1,130,000 gas ranges

900,000 oil ranges

900,000 coal and wood ranges

158,000 electric ranges

25,000 tank gas systems and ranges

*Electrical Merchandising, May, 1930*

— *a n d*

## O u r C O M P E T I T I O N

were white and were composed of either wage earners or salaried workers not in business for themselves. The family taken as a minimum consisted of a husband and wife and child, who was not a boarder. This family must have kept house in the locality for at least the year covered, and 75 per cent of the income must come from the earnings of the breadwinner or others contributing all earnings to the family support. Data from slum, or charity, or non-English speaking families that had not been less than five years in the United States were not taken.

The information obtained came from 12,096 families in 92 cities and forty-eight states. Fuel and light expenses are given for 11,793 families, of which 8,195 lived in houses and 3,598 in apartments.

When we take from this data the first three classifications, \$2,100 to \$5,000 income, and average them, we get \$59.93 per year, or approximately \$5 a month, for cooking and \$86.73 per year, or \$7.23 a month for cooking and lighting.

An electric range at an average rate of 3.5 cents a kilowatt-hour using an average of 1,400 kilowatt-hours yearly, cost \$49.00 a year to operate, or \$10.93 less than the average family's cooking fuel costs.

### REMOVE THE BARRIER

THE figures given indicate the immense opportunity before the electrical industry for actively marketing the electric range as an electrical specialty appliance. They also indicate the tremendous potential revenue for power companies who take the measures necessary to obtain this load. On the other hand, they indicate no less effectively that we have competition established in the market place.

Only the combined sales forces of the electrical trade and industry can do the job that is waiting to be done. These forces can be set to work by those utilities who will recognize the necessity for investing in the installation cost. Such a policy will open this market for the participation of the merchant, the contractor dealer, the specialty dealer and all those organizations which have played so great a part in marketing other load-building equipment.



# *You Can't Sell Merchandise*

*Says*

JOHN A.  
CHRISTENSEN

*Buyer Electrical Goods  
and Radio Equipment*

W. T. Grant Co.

*In an interview  
given*

Electrical Merchandising



“ASKING me what I think of central station merchandising puts me in the position of the rich man who was asked for a dollar by a beggar. ‘Such crust!’ he exclaimed. ‘You ought to ask for a quarter, and consider yourself lucky if you get it.’”

“‘Boss,’ replied the beggar, ‘Give me a dollar or don’t, just as you see fit, but don’t tell me how to run my business.’”

John A. Christensen of the W. T. Grant Company chain related this story in his Broadway citadel where he superintends the buying and merchandising of electrical goods and radio equipment for his firm’s 297 stores scattered from Maine to Texas, and Utah to Florida.

“I can only give you a chain store man’s point of view on the subject,” he stated. “To me, the average central station appliance shop is just a splendid museum for the exhibition of goods. Everybody in town is a customer—yet it only sells 25 per cent of the appliances used to consume its own current. Think of what a chain store would give for such an opportunity! Look at the work we do to get the public inside our stores. Half the job is done when you make a man a customer. It is said that Marshall Field remarked that it was worth 50 cents to get a man to enter his place, let alone have him on

the books as a customer. Man, the central station should do at least twice the volume it does, with very little effort!

“Probably the reason for this hanging back is due to domination by the engineering type of mind. I understand that the finest engineering talent obtainable is employed to design plants and produce current cheaply. Anybody is given the job of merchandising appliances. Naturally the engineering attitude prevails.

“I don’t blame engineers for being puzzled by the showmanship and knowledge of human nature behind good merchandising. It’s baffling. It can’t be reduced to a science.

“Did you ever see a 2-year-old child banging away with a silver spoon on a tin can? Try to take the silver spoon away and a riot results. Hold up another article, equally efficient, before the child, and you can easily persuade it to give up the silver spoon in exchange. In this manner the public is persuaded to give up the silver in its pocket today. This is merchandising.

“To an engineer all this appears childish. He retreats to Emerson’s outworn philosophy about the world making a beaten path to the door of the man who produces the best mousetrap. Central stations, in many instances,

se *In a* **MUSEUM**



*The*  
**Metropolitan  
Museum**  
*In New York City*

*Too many*  
**Central  
Station Stores**  
*resemble the display  
room on the left.*

appear to operate entirely on this philosophy today.

"A correctly balanced central station policy would lay as much stress on merchandising as on engineering and finance, and give the commercial executive high and unhampered authority. The result would be a perfect circle of production and distribution. Opportunity is fairly battering at the door of some central station merchandising manager today.

## R O B O T S

"THE robot, automatically vending merchandise, will never replace salesmanship in the central station shop. In the first place, robots are only adapted for small unit, universally accepted items such as gum, cigarettes and so on. People want to ask questions about appliances, and salesmanship counts.

"When I went shopping for an electric refrigerator for my home, I had an experience which illustrates the need for salesmanship," said Mr. Christensen. "Naturally I went to a central station and asked what size refrigerator I should get for my family, and inquired about mechanical details.

"Will you please come back later, or drop in tomorrow?" the clerk asked me. 'Our refrigerator man, who can tell you this, is out.'

"At another time I had the same sort of adventure in buying a gas stove. I inquired about a particular size and color. The salesman didn't know, but a small concern down the street did, and made the sale.

## N E W S

"THE W. T. Grant Company chain tries constantly to keep its merchandise as interesting as a newspaper. There is a constant parade of new items through the store. Curiosity provoking displays of staples are made that tie up with events or seasons. Edison's anniversary was celebrated with an exhibit of Mazda lamps. June sees picnic merchandise. The idea is to encourage people to come and see what's new at Grant's.

"Displaying merchandise on the counters is important. The articles must be grouped together in such a way that the sale of one article logically suggests the sale of another. For example, in our Electric department, we display tungsten bulbs together with table lamps and shades. The customer buying a lamp and shade undoubtedly wants a bulb to go with it. We also display our sockets and wiring devices together with our lamp cords. The sale of one suggests the sale of another. The same method is repeated throughout our stores, and it is not only logical but profitable.

"As to the significance of proper display let me cite an instance where an exhibit of tungsten lamps was kept in the basement and was selling at the rate of \$5 a day. A small window set-up was made, and sales jumped to \$26 a day. The next week lamps were put on the main floor, and the volume ran \$21 a day. Then they went back to the basement, and dropped immediately to \$5 a day again.

"I cannot overemphasize the importance of signs that are easily understandable," remarked Mr. Christensen. "We call them talking signs. They have to be written from the point of view of the other fellow. The best illustration of this that I can give is that of a blind man who stood in a busy park with a sign reading, 'I am blind.' People paid little attention to him until one day he appeared with a new sign, which said, 'It is spring, and I am blind.' This message struck home with passers-by, made them feel his situation, and worked wonders in

getting contributions. It was just good psychology.

"The placing of merchandise, as well as the signs, has a great bearing on volume of sales. Eighty-five per cent of all impressions are received through the eye. Thus our interior displays are for the purpose of getting customer circulation through the W. T. Grant store.

"One of the reasons why the Electric department is frequently placed in the rear of the store is because it has a long distance appeal through its unusually bright illumination. The same applies to such departments as soda fountains and lunch counters with their shining white tiles. This draws customers to the rear and causes them to pass by other departments whose displays are less brilliant, but equally appealing.

## D I S P L A Y

"OPEN displays of associated merchandise, which the public can pick up and examine, form the very essence of salesmanship," Mr. Christensen stated.

"In chain stores there naturally is a loss from pilfering—yet the advantage of letting people snap, click and feel merchandise far overcomes the small item of loss. The central station is happily free from most of this danger of theft, as the items are too large. Putting goods under glass is equivalent to placing a 'don't touch—precious' sign on them. Displaying them without price tags further discourages sales, as even a woman with a \$5,000 a year income hates to ask questions for fear of embarrassment.

"There is one utility man who has had chain store training, that I know of. One of his first acts when he became sales manager was to rip out expensive and elaborate show cases which had hidden the merchandise, and put on price tags. He added lines which everyone could afford to own. Appliance sales of this particular utility are said to be largest per meter of all utilities in the United States.

"Just why the central station should not take more consideration of the fact that more than 80 per cent of the population has an income of \$2,000 a year or less is a puzzle to me," said Mr. Christensen.

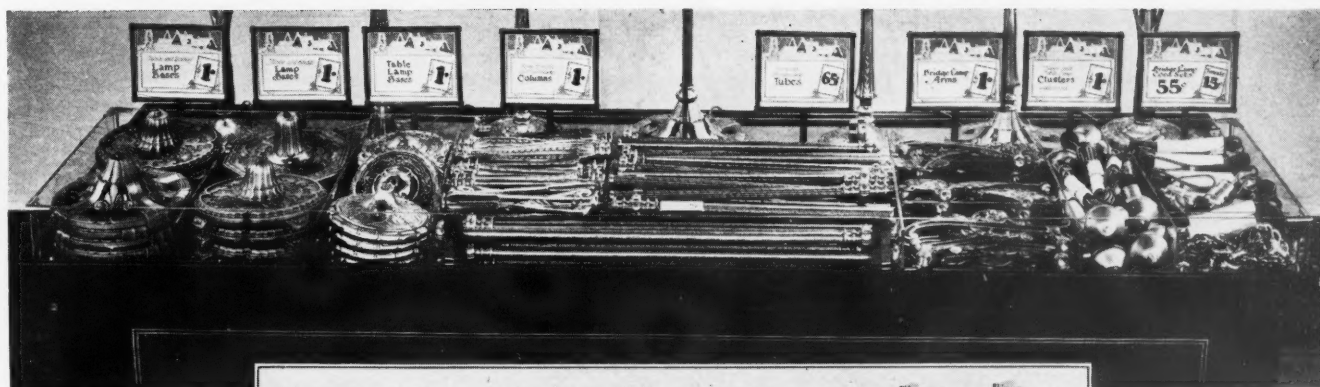
"This disregard is reflected frequently in the offering of merchandising at what I consider too high a unit of price. Take the matter of bridge lamps. I felt that the greatest volume of business could be done on a lamp that would sell for about \$5. So I called on a manufacturer that I felt made a high-grade article. 'You probably will throw me out, when I unfold my idea,' I said. 'But at least I will have the satisfaction of being thrown out of a good office.'

"The result of this visit was the creation of several interchangeable models of knock down lamps, which can be sold in units, and have only to be screwed together to be set up, a job any woman can do. In 7 feet of space a W. T. Grant store is able to carry \$264 worth of this highly popular merchandise.

"Creative buying is the thing that enables chain store merchandisers to hold their jobs. These men have to have a sort of sixth sense by which they foresee what the public wants.

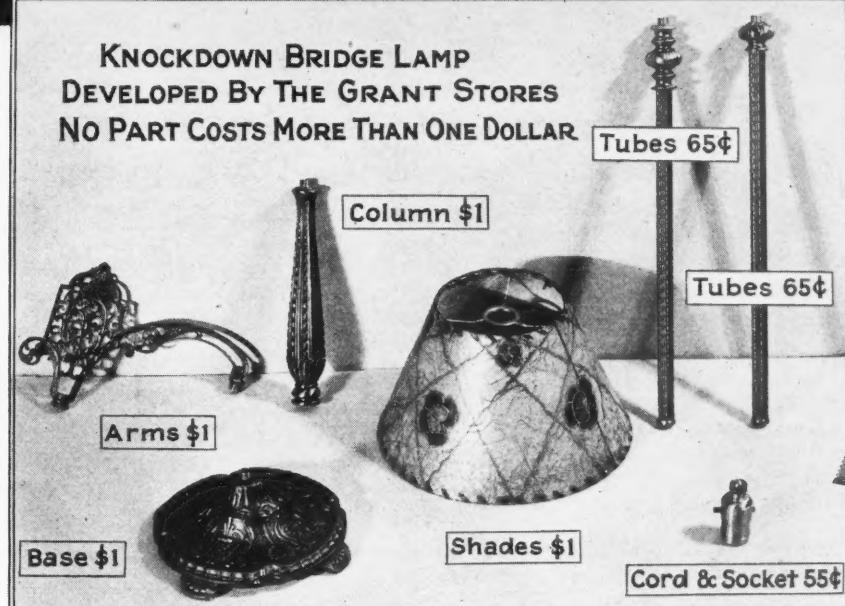
"All buyers for the W. T. Grant Company are expected to visit at least five stores a month. They mingle with the crowd and listen to what people are saying. By just this method I found out that the public did not believe a good electric percolator could be bought for \$1. So I gave up the idea. If a woman voices an objection to an article, it is proof that there is room for improvement.



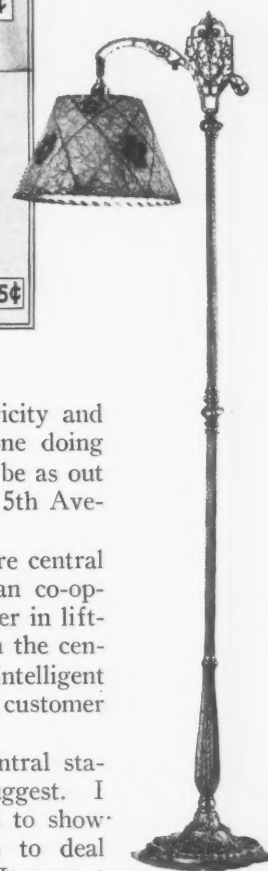


(Above) A typical Grant display of parts of bridge, floor and table lamps. Seven feet of counter space carries \$264 worth of this highly popular merchandise.

### KNOCKDOWN BRIDGE LAMP DEVELOPED BY THE GRANT STORES NO PART COSTS MORE THAN ONE DOLLAR



The lamp below is assembled by the customer from the parts shown at the left.



## I F

"IF I were in charge of merchandising for a central station and had a free hand," Mr. Christensen commented, "one of the first things I would do would be to separate the cashier's office from the appliance sales room. While I have no figures to bear me out, it is my opinion that most bills are paid by check or at a neighborhood station, and the average customer who comes sailing into headquarters to pay a bill has blood in her eye, a grievance to air, and this creates a distinctly bad atmosphere for selling. In fact, such people will not be impressed by displays en route, in my opinion."

"Next, it is my belief that a very broad attitude toward all appliances being used by customers would be good business. I would advocate printing on the backs of all bills this question: 'How is your iron (lamps, washer, cleaner, etc.) working? Bring it in or telephone if it is giving trouble, and we will check it over and give you a free estimate on how much it will cost to repair it.'"

"Another thing: Meter readers have access to every home in town. With a friendly approach, it would be possible for a central station to find out through the meter readers the equipment used by every family in the city, and what each lacked. What a set-up for a series of personalized sales letters! You would know just what to say!"

"I can visualize a perfect circle of: Increased appliance sales, bringing increased current consumption, making for lower current cost, which in turn will mean increased use of appliances, increased sale of appliances, lower cost of appliances and so on indefinitely. I

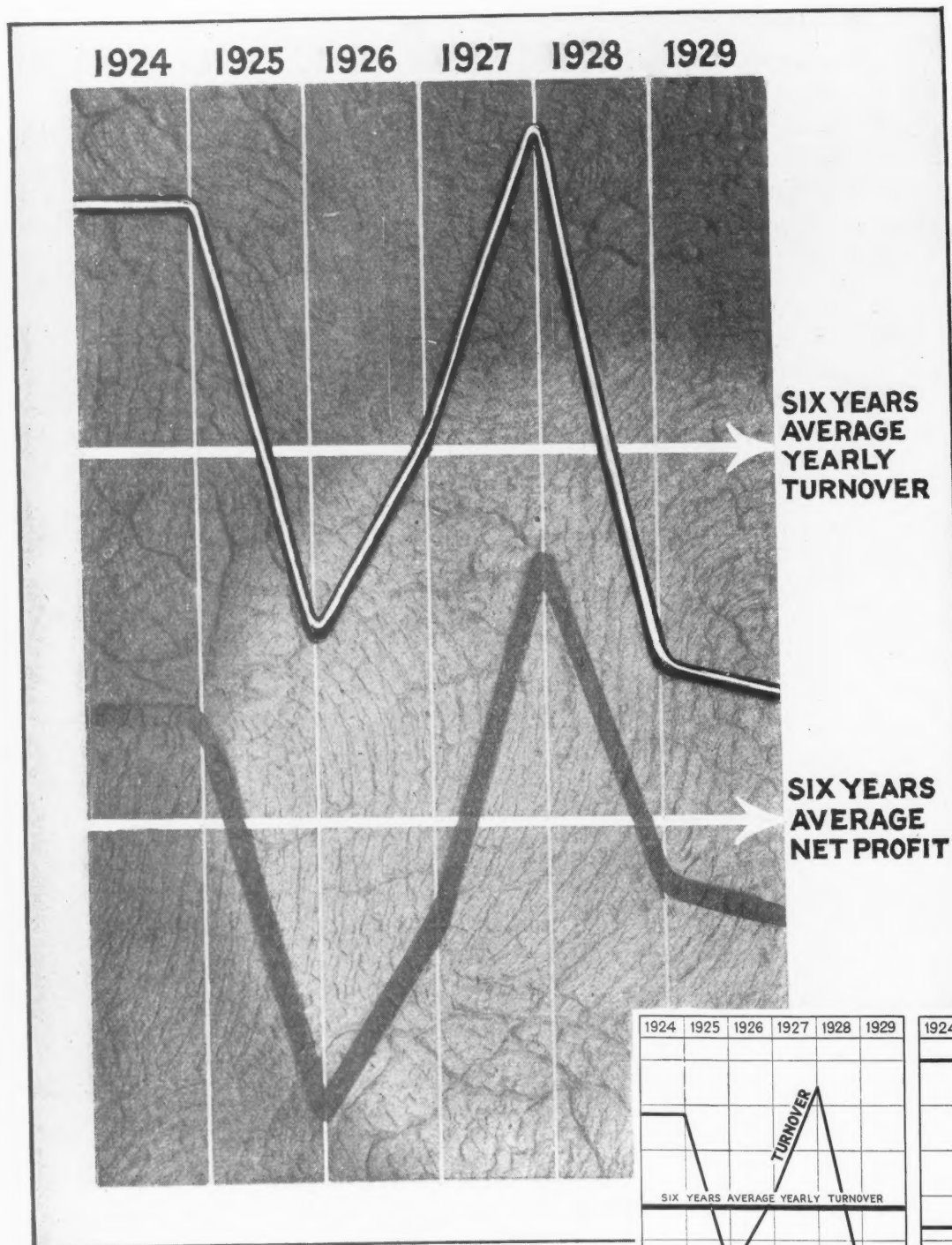
believe in the future of Electricity and that ten years from now anyone doing work that electricity can do will be as out of place as a Hansom Cab in a 5th Avenue traffic jam.

"I am also sure that the future central station merchandise manager can co-operate with the production engineer in lifting those distressing low dips in the central station load curve through intelligent appliance sales campaigns and customer education."

"Of course I know many central stations are doing the things I suggest. I simply mention all these things to show that merchandising ability has to deal with many inexact problems. It cannot be reduced to rule. Back in army days, at training camp, the chief said: 'Now, boys, don't think that if you lose your notebooks, we'll lose the damn war. It's what you have in your heads and how you use it out on the field that count.'"

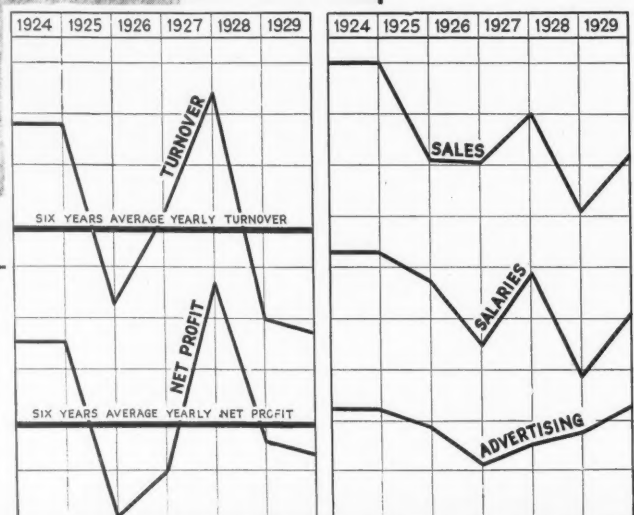
"That is true with the central station. Some day a man who knows people and merchandising will be given a free hand and the results will make history. And he won't make history by slide rule or by directions laid down in a notebook, but by common sense applied to merchandising. When this happens, the central stations will be far more popular both with their customers and with their stockholders." When those days come the complete electrical home will be a reality.

# The Shadow of



*Net profit,  
it is seen,  
follows  
closely  
on the heels  
of turnover  
in this  
analysis  
of a  
small  
dealer's  
operation*

*The two graphs on the right show clearly a dealer's operation over a 5-year period. In the one on the left the relation of net profit to turnover is strikingly brought out. On the right, sales fluctuate, depending almost entirely on the amount of sales effort in the form of salaries and advertising employed*





# Turnover

## It's a Good Business—II

The second in a series of articles on electrical retail businesses that have made money over a period of years. •

By O. Fred Rost

**S**UCCESS and profit from the merchandising of electrical goods come in about the same proportion to the effort expended. This is just a slightly different way of expressing a thought that has worn threadbare through frequent use. It is one of the modern versions of the age-old "As ye sow—so shall ye reap." and no truer words were ever spoken or written.

The present-day dealer in electrical merchandise is inclined to look for the causes of any profitless performance everywhere except on his own doorstep. The central station merchandising policies furnish him with his favorite excuse. Next in popularity as an alibi come the supposedly "price cutting" department stores. Drug stores provide very useful alibis and hardware stores are often cited as usurpers of opportunity.

The rarest specimen in the family of electrical dealers is the one who is willing to face the facts as he finds them and acknowledge his own shortcomings. Yet that is exactly what has to happen first before any dealer can become a successful and prosperous merchant of electrical goods.

There are many cases on record where an honest stock-taking and self-analysis resulted in changes of policy and of methods that produced some very satisfactory results. In those cases the business record of the concern reflects generally a rather steady growth and a satisfactory earning record.

But never before has it been my good fortune to apply the X-ray to a merchandising business and find in its record such eloquent testimony in support of the truth that profit comes in proportion to the effort that is expended in going after it. Incidentally, these records also proved conclusively that an electrical contractor can make a profit by maintaining a merchandising department.

**F**OR obvious reasons neither the name of the concern nor the city where it is located can be given. However, the figures used as the basis for this study were taken direct from the books of the corporation through which this particular contractor-dealer operates his business. Therefore their authenticity can under no circumstances be questioned. The business has been established for many years and is located at the fringe of the retail shopping district in a city having several hundred thousand inhabitants.

From the very beginning of his merchandising experience this contractor established complete and absolute independence between his contracting operations on the one side and his retail sales department on the other. Rent is charged to each on the basis of competitive value of the floor space occupied. The retail department pays

its share of all applicable overhead expenses such as light, heat, power, freight and delivery charges, supplies, office help and miscellaneous expenses. It pays its own salaries. It also plans and pays for its own newspaper and other advertising.

Substantially, then, this business man has succeeded in separating the two departments of his business as completely as seems practicable when two so vastly differing departments are operated under one roof as one business and with one executive head.

It seems well to mention at this time that the contracting department of this business has been continually profitable. Of course there have been lean years as well as prosperous ones, but the man who directs this business enjoys a most excellent reputation in his territory and that has stood him in good stead so that today he has to his credit some of the largest wiring jobs in the city where he is located.

**T**HE fact of the matter is that his activities as a contractor interfere seriously with his function as a merchant, and that is really the chief reason why the performance of his retail department has proven to be erratic and irregular. Actually the records herein presented form a most conclusive argument in support of the contention that retailing of electrical merchandise is a worthwhile line of business and that such establishment can be conducted at a profit. Furthermore, these records prove that an electrical retail business requires executive guidance just like any other business, and when that guidance is withheld the business suffers in proportion.

The study that forms the basis of this article covers six years of operation, namely 1924 to 1929 inclusively. The regular records kept in the accounting department were very complete and provided all necessary information. However, to simplify this study the important figures have been combined and I have established averages for the six years which are given in the accompanying statement.

Bearing in mind that during those six years this dealer did not participate in any high-pressure sales campaign, his average volume of \$44,291.07 must be considered quite satisfactory. On the other hand there is no doubt that if his retail department had received the benefit of uninterrupted and undivided executive supervision, its performance would have been greatly improved both as to sales as well as profit. As far as profits are concerned, the exact figures are not available for publication. However, they have been used as a basis for the accompanying chart. Moreover, it can be stated that even if the proprietor had paid himself a salary of \$5,000 per year, his



retail operations would still have left him with a net profit in all but one year. In fact operations during the best year of the six years would have shown a net profit of several thousand dollars even if that \$5,000 salary had been paid out.

**N**OW let us consider some of the important facts that the performance of this retail department of an electrical contractor has developed.

His expenses have averaged 25.61% on his sales. That is, of course, quite low due to the fact that no salary for management is included. Individual items of expense that can be identified show rather interesting conditions. He has spent 6.4% for advertising. His salaries form nearly 50% of his total expense. His rent takes 3.58%.

Over the entire six years he has turned his merchandise stock nearly seven times a year, and during his best year he turned his stock nearly ten times.

Taking these figures as I have summarized them, the conclusion is almost warranted that this contractor-dealer did a pretty good job as a merchant. Yet I have proposed to show that he merely reaped as he had sown and I have implied that a better job could have been done if executive management had been uniform, uninterrupted and continuous.

For the purpose of visualizing the facts that warrant my deduction, the accompanying two charts have been prepared.

On Chart No. 2, three sets of lines show sales, salaries and advertising expenditure in accurate relation to each other. It is almost mystifying to realize how during the entire six years the expenditures in salaries and advertising are unerringly reflected in sales volume. Salaries for sales persons and subordinates as well as advertising appropriations are spent wisely only when executive management is on the job to direct these activities.

The lines on Chart No. 1 provide an even more dramatic parallel of facts. Here again we have the performance of six years visualized. The yearly profit line is put alongside a line showing the annual rate of turnover of merchandise stock, and the two follow each other so closely that one line would almost have sufficed.

I have never seen any figures that demonstrated so conclusively the truth that increased profits follow in the wake of increased turnover.

Now it is a well known fact that sales effort, advertising, buying intelligently for more frequent turnover, all are functions that cannot be left to only occasional, haphazard attention. The successful dry goods merchant, hardware dealer, spends all of his time attending to his job of making a profit out of being a merchant.

He does not attend to a part of his merchandising job today and then spend the next day or few days doing some other kind of a job that has but a remote relationship to his function as a merchant.

(It will be noted that in 1929 both profits and turnover declined while sales, salaries and advertising showed increases. This is due to the fact that during the latter half of 1929 some radical changes were made through which it is hoped to secure more uniform and profitable performance.)

The fact that the contractor-dealer, whose performance as a retailer is here analysed, has made money demonstrates beyond a reasonable doubt that the merchandizing of electrical goods can be profitable.

**S**ALES respond readily to suitable sales effort and advertising. Turnover can be speeded up to bring operations well into the profit side through personal application and effort. The class of merchandise that can be handled in an electrical store appears to provide a

sufficient margin of gross profit to pay the reasonable expenses of such an establishment and leave a profit for the proprietor at the end of the year.

The one thing that is needed more than anything else to make a profit is proper and undivided managerial attention. No field is more highly competitive than the fight of the retail merchants for a bigger slice of the consumer's dollar.

If it takes all his ability and the undivided attention of a shoe dealer, grocer or hardware man to become successful and operate at a profit, it most certainly requires no less than "all" to achieve success in a highly tech-

nical and specialized field such as the merchandising of electrical goods.

Therefore the contractor who either is now operating or is planning to operate a retail store should expect to devote himself exclusively to but one department if he expects to get the best possible results in both fields. Let him take the branch for which he personally has a preference and then engage an able man to devote 100% of his time to the other.

Undivided attention by an interested executive head is the price that must be paid for success in any branch of retail merchandising, and when that price is paid, the results justify the effort.

*The next article in this series will give facts and figures of performance of an electrical contractor-dealer who actually does pay a substantial salary to an experienced merchandiser and yet has found his retail store a very profitable adjunct to his contracting business.*

*The story will appear in an early issue.*

### Composite Statement

*Showing averages per year compiled from actual figures for the six years from 1924 to 1929 inclusively*

Average sales per year .....	\$44,291.07
Average merchandise stock .....	6,403.24
Average merchandise turnover .....	6.91 times
Average annual expenses were as follows:	
Rent .....	\$1,500.00      3.58%
Salaries .....	5,246.58      11.84%
Advertising .....	2,851.92      6.4%
Miscellaneous .....	1,683.33      3.79%
	<u>\$11,261.83      25.61%</u>

### Important

*While these figures show an average cost of doing business of only 25 per cent, it must be remembered that NO expense or salary is included that would cover the very important item of executive management or administration.*



# G a i n i n g

*The market for synchronous time keepers is on the up and up*

By

Florence R. Clauss

**E**LECTRIC clocks are not given as souvenirs. They must be bought. And who buys them? The answer is, "Everybody."

Until quite recently, the clock, like many other electrical appliances, was considered a luxury item, appealing only to the more prosperous residents of a community. But this is not so. With the larger production of the electric clock, brought about by increased acceptance and sale, lower- or popular-priced numbers are now being made by all electric clock manufacturing companies. The public, rich and poor alike, is buying electric clocks. The former go in for beautiful cases of period design, with chime or strike, and the latter for clocks of plainer dress. There is small differences in the works or mechanism and the lower-priced clocks will give just as reliable time-telling service as the more elaborately encased ones.

Quite an anomaly in this summation of the clock market is found in the experience of the Brooklyn Edison Company, which has among its customers a large number of Italians. A marked preference is indicated by these Italian customers for higher-priced electric clocks of the chime and strike types; the musical feature of the chime and strike is intensely appealing to them. Many of the clocks are sold for cash but the majority of sales are made on a time-payment plan, with installments payable with the monthly electric bill. "Italians are very desirable customers indeed," said a sales executive of the company. "They buy the best merchandise, take their obligations seriously and present no credit problems." Which is a strong argument in favor of cultivating, in appliance campaigns, the usually-neglected foreign groups.

**T**HE Brooklyn Edison Company reports brisk business in electric clocks. Its showroom has a complete and attractive display of electric clocks, of all sizes and models. Sales are stimulated by means of direct mail, through the use of envelope stuffers mailed with the monthly electric bill, supplemented by the clock display in the showroom through which the customers pass on their way to pay their electric bills.

Sales records of an electric clock shop, located in New York's exclusive shopping districts, give the other side of the picture,—that of the wealthy groups. This shop is known as the Electric Clock Shop and is owned and operated by Etta Carlin. This shop is located on the second floor front at 425 Madison Avenue, a district of high-price antique shops. Naturally, there are few "walk-in" customers; business must be sought, which Miss Carlin does by telephone, letter or advertisement. And business is good. Because of her unique shop, which carries a complete line of electric clocks, including some battery clocks, together with a few lamps, book ends and a few other accessories, she is given considerable publicity in the women's pages of newspapers and magazines and this, too, brings customers into her shop.

**H**ER prospect list is culled from the social register, the telephone book, club memberships, the daily papers, magazines. She watches the social columns of the newspapers for names of prominent people and the owners of new apartment buildings are told the story of electric time, by letter and by personal call. A pleasant, informal manner is employed in direct mail and advertising contacts. A small card, in green and white, picturing several models of electric clock, is used in follow-up work and the message is hand-written, personal, intimate.

The electrification of old clocks is another item worth developing in the wealthier communities, says Miss Carlin. The majority of her customers are men. One has selected the electric clock as a favorite birthday gift and now all his friends are being presented, when their birthdays come around, with electric clocks.

Household magazines are carrying the story of electric time in full-page advertisements. Electric shops, department and furniture stores and jewelry shops are giving prominent display to these clocks in store window, newspaper advertising. Popular interest in electric time is growing. While this enthusiasm is rife, everybody is buying electric clocks. Not "An electric clock for every home" but "An electric clock for every room!"





**I**T WAS Saturday morning, 10 o'clock, on the main street of a town boasting 3,273 population according to the latest official state estimate. We will call it Hamilton, although that is not the name (B on the chart). One store stood out—that of an electrical and radio dealer, the only one in town. On the door the sign "Back at 1 o'clock" greeted me and any of the 3,273 of Hamilton's population who were out shopping that morning.

The day before, I walked into the only electrical and radio dealer's shop in "Waverly" (C on the chart), some 20 miles away. Here again Mr. Dealer was out. "Business is bad, he's trying to collect some of the money people owe him," I was told. But at least the Waverly dealer had some business foresight. He shared his store with one of the local taxi operators, and the store was open so that possible customers could walk around and inspect his stock—a washing machine, a refrigerator, a radio, and a vacuum cleaner.

That afternoon I tried to enter the store of two men who ran a specialty business in "Fairview" (A

## 1929 Electrical Sales in

Town	Population	Wired Homes	Type of Retailer	
A	4,934	1,100	1. Electrical-Radio Dealer.....	
			2. Specialty Dealer (5 months' business).....	
			3. Radio Dealer.....	
			4. Auto Supply Dealer.....	
			5. Barber.....	
			6. Hardware Dealer.....	
			7. Ice Dealer.....	
			8. Housefurnishing Store.....	
			9. Wood Dealer.....	
			<b>Total</b>	
Town B	3,273	730	1. Electrical-Radio Dealer.....	
			2. Garage and Auto Dealer.....	
			3. Filling Station.....	
			4. General Store.....	
			5. Garage.....	
			<b>Total</b>	
Town C	1,900	425	1. Hardware Dealer.....	
			2. Drug Store.....	
			3. Drug Store.....	
			4. Specialty Dealer (opened 1930).....	
			<b>Total</b>	



# Town

# NEEDS—

ACTIVE DEALERS

BETTER STOCKS

ADEQUATE DISPLAY

By Arthur P. Hirose

Manager, Market Analysis Department  
McGraw-Hill Electrical & Radio Publications



on the chart), another small town of 4,934 people, not far away. The door was locked, no sign adorned it. But the shoemaker next door volunteered the information that Mr. Brown and Mr. Green, the owners, would be in the store at seven o'clock that evening. One was a school teacher during the day, and the other worked as an electrician in a nearby factory and they ran the electrical-radio store in their spare time.

In the same town of Fairview, two brothers ran an electrical and radio shop—partnership in small towns seem popular. Both brothers were out when I called—and neither had been warned that I was coming. One was following an electrical refrigerator lead while the other was selling a school board member on the idea of a radio for the classroom. But the two brothers were wise. They had a girl, a regular employee, to look after the store while they were away. She kept the radio tuned to melodious broadcasts and typed envelopes for circulars in the meantime.

Am I right that the small town electrical and radio dealer is successful to the degree that he keeps his store open and attended, or don't small town people care when their local stores fail to give the prompt service that characterizes big cities? Perhaps this explains why so many small town people in the three towns I visited go to larger communities a few miles away to buy their electrical wants. Perhaps it's not coincidence that of these four mentioned stores the largest electrical and radio business—\$72,000 last year—was done by the two brothers who had a girl to keep their store open while they were away.

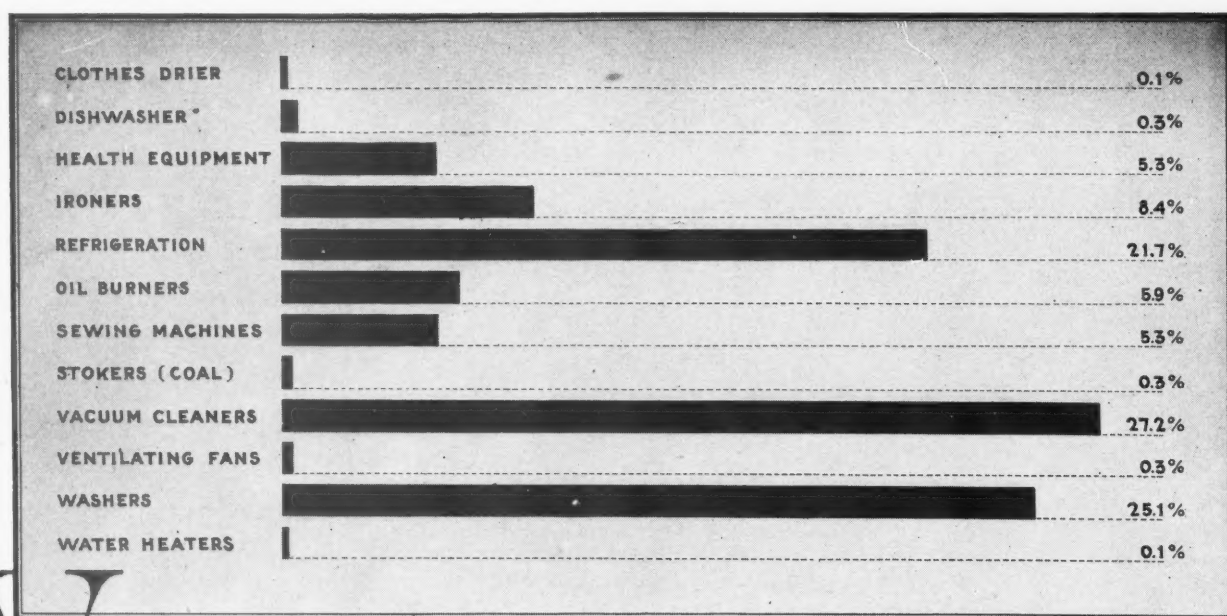
In Hamilton the one electrical dealer stocked and displayed vacuum cleaners, electric clocks, heating appliances, wiring accessories, incandescent lamps, portable lamps. Perhaps because he has this fairly complete electrical stock no other store in town is selling electrical goods and this one dealer can make a living.

Contrast Hamilton with Waverly, where the electrical dealer's only electrical stock consisted of refrigerators, washers and cleaners. Is it any wonder that the hardware dealer next door sells electric irons, toasters, incandescent lamps, small portables and wiring accessories? Is it any wonder that one of the town's two drug stores sells electric heating appliances and incandescent lamps, and the other druggist also handled lamp bulbs? In Waverly last year this hardware dealer and the drug stores together sold only \$1,280 worth of electrical appli-

(Please turn to page 84)

## 3 New England Towns

Major Appliances	Minor Appliances	Misc. Elect. Merchandise	Total Electrical Sales	1929 Radio Sales
\$4,330	\$500	\$160	\$4,990	\$67,000
975	...	...	975	15,000
325	125	...	450	5,100
...	25	100	125	8,570
...	...	...	...	1,500
...	75	650	725	...
...	...	...	...	1,050
...	...	525	525	...
...	...	...	...	2,625
\$5,630	\$725	\$1,435	\$7,790	\$100,845
\$70	\$175	\$360	\$605	\$8,889
...	...	...	...	2,050
...	...	...	...	340
...	...	...	...	1,605
...	...	...	...	400
\$70	\$175	\$360	\$605	\$13,329
...	\$400	\$250	\$650	\$200
...	125	105	230	...
...	...	400	400	5
...	...	...	...	...
...	\$525	\$755	\$1,280	\$205



# Volume \$1,000,000

## THE STORE

**F**OUNDED in 1881, the J. L. Hudson Company, Detroit department store, is one of the oldest as well as the most successful retailing organization in the country. Doing an annual business of approximately \$75,000,000 it is the third largest department store in the country exceeded only by Marshall Field, Chicago, and Macy's, New York City. The building itself covers an entire city block, is 14 stories in height, has 50,000 square feet floor space on each floor.

## THE APPLIANCE SHOPS

**T**HE Appliance Shops of the J. L. Hudson Company are just as the name indicates—a series of separate shops for the sale of the various appliances—each a separate entity. They occupy about one half of the tenth floor of the building, the remainder of which is devoted chiefly to portable lamps, house-furnishings, ranges.

The value of the display method (display is the keynote of the Hudson system) is that the customer is offered no distraction from the main business of picking a certain device. If it is a washer there are more than sixteen different makes and models in every price, color, size, type. It is concentration of display, highly personalized selling, wide range and variety of the device offered that opens the pocketbooks of the Detroit shoppers.

## VOLUME

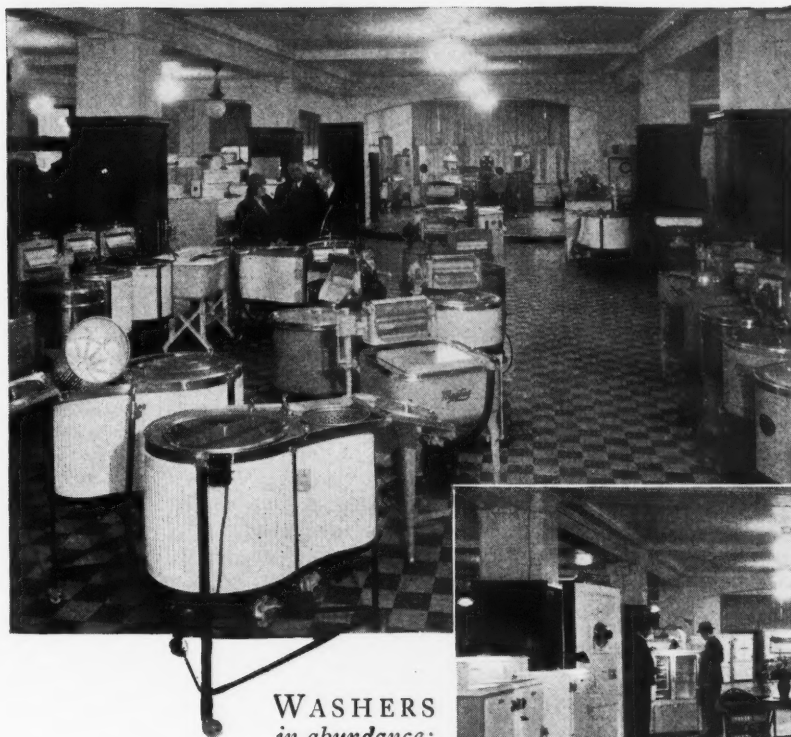
The Appliance Shops of the J. L. Hudson Company are reputed to be doing approximately \$1,000,000 a year in gross sales. This total includes sales of all types of electrical home equipment. Vacuum cleaners lead the sales with 27.2 per cent of the total volume; washers are next with 25.1 per cent and refrigerators third with 21.7. Other devices make up the rest of the total in the following order: ironers, 8.4 per cent; oil burners, 5.9; health appliances 5.3; sewing machines 5.3; ventilating fans .3; dishwashers .3; water heaters .1; clothes dryers .1. There are no ranges in last year's total. This year however the Hudson Company have added a full line of electric ranges, cleaners, washers, refrigeration are the backbone, then, of the J. L. Hudson electrical department.

## HOW THEY DO IT

**"T**HE most important element in the sale of electrical merchandise from the department store angle," according to J. B. Ogden, Manager, Appliance Shops, "in addition to quality merchandise, is completeness and attractiveness of display.

"Granted that the department store either through its merchandise methods or the prestige and reputation it enjoys in the community, is given the benefit of continual store traffic which smaller outlets do not enjoy to





WASHERS  
in abundance:  
16 makes are  
carried with  
every model  
and price line.

By  
**Laurence Wray**

quite the same degree, yet unless they know how to display their goods in such a fashion as to catch the eye of the casual shopper, there will be little gained.

"The next most important thing, to my mind, is that you should strive for the greatest variety possible in the models displayed. When a woman comes into the department to look at washers or ironers, there are two or three things she has formulated in her mind about the type she wants. She has not formed any exact picture of the washer or ironer, but she has certain requirements or desirable features, let us say, and that product which embodies these features to the greatest degree will be her choice.

"There is another angle to the situation that I have heard expressed at different times. It holds good, however, more for the smaller dealer or the specialty operation. That is that when a customer has a certain washer or refrigerator in mind that if she comes into the store that is selling some other make or type, that it is a simple matter for the sales-

*Electrical Merchandising, May, 1930*

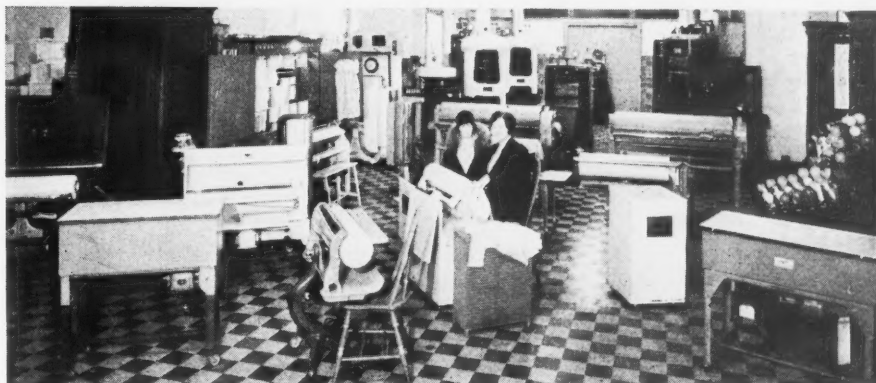
## The J. L. HUDSON COMPANY

*Detroit, Mich.*

*create separate shops for  
appliances and set up  
new standards of depart-  
ments store selling*



REFRIGERATORS have their own shop. Note the ventilating fan exhibit mounted on window frames at left and right.

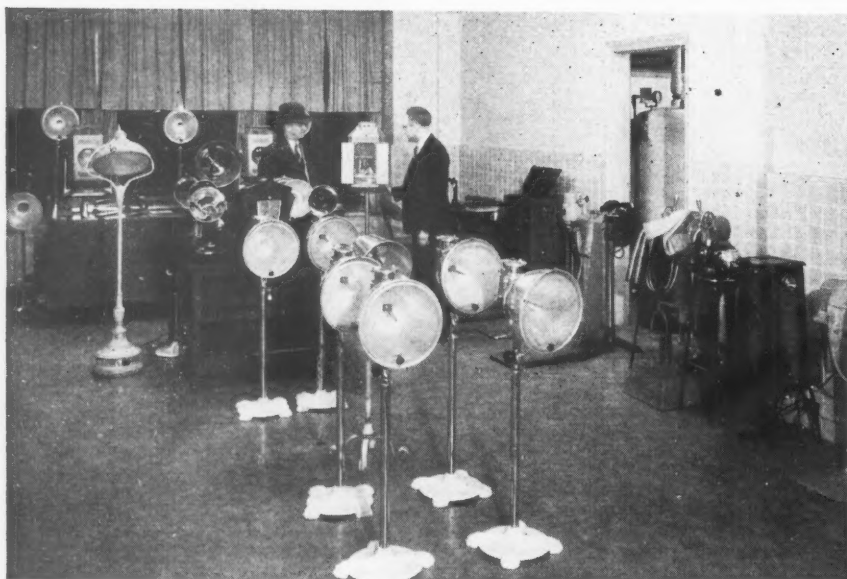


IRONER demonstrations are always in progress. The oil burner department may be seen in the background.



HEATING APPLIANCES are displayed openly on separate tables.





**HEALTH APPLIANCES** are attractively grouped in a separate shop. Hudson's do more than \$50,000 a year with this merchandise

man to sell her on the product handled by his company. We eliminate, though, this requirement for a kind of super-salesmanship. The salesman does not have to remove any obstacles in the prospect's mind before going ahead with the real business of getting her to buy the device. The leading makes are all here. If she has one in mind we make it part of our business to see that that particular make or type is on the floor."

How the Hudson Company have carried out this merchandise idea is demonstrated by a glance at the floor of their shops. Sixteen makes of washers are carried priced from the small portable model at \$49.50 to the larger machines retailing for approximately \$170. Spinner types are there as are the wringer models. All are quality merchandise, however, nationally advertised by reputable manufacturers.

The same demonstration method is carried out with other appliances. They are handled in the following fashion:

### CLEANERS

**E**IGHT makes of cleaners, (Hoover, Eureka, Premier, General Electric, Graybar, Rotarex, Federal and Newcombe) are on display on a manufacturers representative basis. Demonstrators with display stands and the necessary accessories of cleaner displays flank the long bank of elevators leading to the Hudson Appliance Shops. Here on the floor a great volume of cleaner business is done by the Hudson Company. Canvassing is done but leads are followed outside the store. The company also stages sales at different times, takes old cleaners as part payment on new models, and features low down payments as an inducement for sales. That these methods are successful in promoting cleaner sales is attested by a yearly volume of about \$275,000.

### REFRIGERATION

**T**HE refrigeration shop is as impressive as any of the big city distributors. Five different makes are handled (General Electric, Kelvinator, Frigidaire, Copeland and Electrolux). Price ranges are from \$175 to \$1,000. Down payments amount to about 10 per cent of the retail price. Variety of models, attractiveness of display and highly trained, capable salesmanship account for most

of the refrigerator business of Hudson's. The annual volume runs to \$200,000.

### HEATING APPLIANCES

**I**T is in the heating appliance section, perhaps, that the effectiveness of Hudson's mass display works to greatest advantage. Show cases flank the entire wall of the health appliance shops with impressive arrays of percolators, toasters, waffle irons and table sets. For attention getting, a single appliance, such as toasters are massed on open tables with prices plainly marked. Quality is the dominant note, cut priced appliances having no place in the Hudson set up. The cheapest toaster on display retails for \$3.95. The department store, having a wide income range in its clientele must use considerable ingenuity in the arrangement of merchandise. The more ex-

pensive table sets and heating appliances are elaborately encased and "staged" with decorative lighting effects. The majority of the merchandise, however, is out in the open, free to be picked up and handled, and with prices prominently marked on each device.

### OIL BURNERS

**E**VEN oil burners, rarely handled by department stores, have their own separate shop at Hudson's, where four different makes are installed for demonstration. A trained salesman is in charge of the oil burner department and is prepared to explain both the advantages and technicalities of oil heating. The Hudson Store, says Manager Ogden, sold 120 burners last year, —an unusual record for a department store for this type of merchandise. Electric water heaters, (Sepco) are also displayed in connection with the oil heating department.

### HEALTH APPLIANCES

**T**HE Hudson Company did about \$50,000 worth of business in health appliances last year. A separate department is maintained, as with the other devices, and here a great variety of models, sizes and prices prevail. Sunshine lamps are on display, the price ranging from \$13.75 to \$137.50, including infra-red, carbon arc, and mercury vapor types. Nine models of exercisers are shown ranging from \$59.50 up to \$150. Hudson's have pioneered in popularizing the latter devices by means of special short sales. A recent two weeks sale on a popular exerciser which usually retails for \$59.50 was offered at \$29.50, and eighty machines were sold.

### IRONERS

**T**HE ironer shop is located next to the washer department so that prospects may naturally walk thru it after seeing the washer. Five different makes are handled, (Graybar, Rotarex, Ironrite, Thor and Apex). Price ranges are from \$79.50 to \$175. The Hudson Company did approximately \$85,000 in ironer business last year.

Two makes of ventilating fan are carried, (Electrovent and Airmaster). Demonstration windows in the refrigeration department are responsible for most sales.

(Please turn to page 75)

Leonard's radio display is in the basement of his store away from other distractions.

# Get the LAST Payment



## "It's Your NET Profit"

Says

**Homer Leonard,**  
*Birmingham, Michigan*



**B**IRMINGHAM, Michigan, is a small suburban community of better class homes, an hour or so removed from Detroit. It is distinguished, however, by the fact that no less than four electrical contractor dealers are operating successfully within its confined limits.

The most outstanding of these, perhaps, is Homer G. Leonard, tall, spare, taciturn, who operates a contractor-dealer business doing better than \$200,000 a year. No less remarkable is the fact that Mr. Leonard, according to his own statement, never makes less than 8 per cent net on his operations, due largely to the systematic manner in which he runs his business and to his close attention to detail.

An attractive store, of course, with a pleasing appliance and fixture display is important.

"I am more interested in making a definite profit on the business I do now," he says, "than I am in increasing my volume two or three hundred per cent." Radio and lighting fixtures comprise the major portion of the business. In addition he handles washing machines, ironers, cleaners, ranges, health appliances, heating appliances and clocks.

The radio demonstrations are unique in many ways. Being unable to stock cabinet models in his already well filled store, he transformed the basement into a demonstration room, constructing recesses in the wall in which the various models are displayed. Two or three models are kept on the main floor of the store, and a bold sign over the store informs all customers that the radio department is just below.

### NO SKIPPING HERE

The unusually high net profit of the Leonard Electric

Company is due chiefly to the close check they keep on selling details. With a large installment business, collections naturally are an important item. And it is Mr. Leonard's opinion that the average radio and appliance merchant does not pay sufficient attention to getting his dollar after he has sold it.

"It never hurts to remember," he said, "that your net profit on the sale of a radio is securely wrapped up in the last two payments.

"I make use of the local credit bureau in every sale that we make. I not only investigate the prospect's credit record, but I use the bureau whenever necessary in making collections.

"I had an interesting case in point recently. There was a chap roamed into the store who I knew had the reputation for being poor pay. He had run out on one or two concerns, and he was the type of customer from whom it is safer to get cash. This chap wanted to buy one of our cabinet radio sets retailing for about \$175, and he wanted it on the usual installment basis. I told him frankly, that I would not sell it to him unless I had at least 50 per cent down payment and that the first day he ran over I would take the set back.

### BEGAN SLIPPING

"He agreed to the terms, and gave me a check for one-half the price of the set. The following month the installment came through with no difficulty. On the next due date, however, there was no payment. I had checked up closely, of course, and on the day following I got into my car and went around to his house. He was at home, all right, so I merely said 'I have come for the radio set.'

(Please turn to page 75)



# Making Quotas-



## Editor's Note:

A dealer who wrote this article has, for reasons of his own, preferred not to sign it. The editors, however, vouch for the fact that it is a real experience by a real dealer and is written by one. Also because we like to present both sides of an argument we hereby invite any manufacturing executive to present the case for the quota.

I HAVE set quotas for others, and I've had them set for me. I know what it is to march up on the platform at a great convention and drag down the gold pieces offered to the quota makers. And I know what it is to sit in a meeting of specialty dealers and see my name well down on the list showing per centage of quota attained.

Stranger still, I've seen red ink figures in our operating statement under both conditions.

Stevenson, in his "Eldorado," says that 'True success is to labour, and to travel hopefully is better than to arrive.' If that definition is true, there have been times when I might have been called successful, for I was certainly working hard, chasing the elusive quota. Measured by more prosaic standards,—such as money in bank at the end of the year,—Old Man Quota doesn't always travel under the alias of Success.

Not so long ago a nationally known man spoke of "profitless prosperity." I am very sure I know what he meant. In little over two years time after establishing an electric specialty store in a small community we had built up a volume of nearly \$100,000 annually. The largest single item of sales was electric refrigeration. And it was in this department that my liberal education with quotas commenced. Our washing machines and sweeper business, together with radio, had been showing a net of nearly 10%, and we felt that electric refrigeration would materially increase both our volume and our net profit.

In order to secure territorial protection, we were required to contract for a definite quantity of refrigeration,

we to select the types of cabinets, compressors, and coils, and to order stock monthly about seven weeks in advance of our requirements. Goods were usually forwarded from the factory, as the distributor refused to carry unlimited stock for the dealers. The volume required of us necessitated hiring new salesmen, a service man, and the purchase of several cars. The salesmen worked on commission against drawing account. One of them more than earned his way, others fell by the wayside, leaving behind a choice assortment of excess withdrawals over commissions. Men had to be secured, and secured quickly, for the sales were highly seasonal, and goods ordered against our contract kept coming in with alarming regularity. These hastily chosen men all sold some goods, but selling costs exceeded estimates by 50%.

SELLING a comparatively new specialty in rural territory made it very difficult to secure men on drawing account. They did not know what it was possible to earn, and as a result, would not take a chance on straight commission. The dealer, being under contract, could do nothing else than take a chance with men. We did, and proved ourselves poor pickers.

A second result of driving for a quota resulted in a distressing increase in slow accounts. Orders which would ordinarily have been turned down if business was plentiful, were accepted, and in many cases payments became so seriously delinquent as to force us to re-purchase the paper from the finance company.

The fact that substantial down payments were secured,



**Q** From personal experience a dealer talks frankly on the relation of volume to net profit

# or Making Money

and the goods sold on conditional sale contracts did not avoid loss, as the freight and installation charges amounted to nearly 15% on the average, and on commercial jobs, even higher. The jobber reserved the right to apply the proceeds of new contracts to pay off delinquent accounts, and frequently money planned for current needs went to bury dead horses.

Training installation men in refrigeration is expensive and slow. Having trained several good men, we hung on to them winter and summer. When salesmen did their stuff, and sold the goods, these men easily paid for themselves, but when the salesmen fell down, and when the active season ended, the pay roll burden was exceedingly heavy. If we were to make our quota, we knew we could not do with a less number of men. We made our quota, —and lost money doing it.

**A**S I LOOK back, I am still somewhat astonished that it was possible for anyone to lose sight of the real goal—making money,—for so long a time.

The prolonged drive after sales, month after month, the struggle to get enough money to lift the large sight drafts for merchandise, the frequent trips to the city to try to secure the right kinds of goods to fill urgent orders, the never ending drive during the peak of the busy season to make deliveries promptly, all these things conspired to blind me to every other consideration than our quota.

Of course, other departments suffered. Radio, offering a gross profit 15% greater was treated somewhat like a step child.

Washing machine business, which seldom wanders in unsolicited, almost disappeared. Manufacturers who had sought our business began to look around for other outlets, and agencies which we had enjoyed on an exclusive basis became less secure, and in one case slipped out of our hands. We had hitched our wagon to a star, and the traces broke.

But there are others in the same boat, of course.

I have a friend who handles one of the best known Detroit cars. He has a little quota in his family, too, and not so small either. When he needs sedans, he gets trucks, and when he is crying for runabouts he gets tractors. And when the season draws to an end, and he

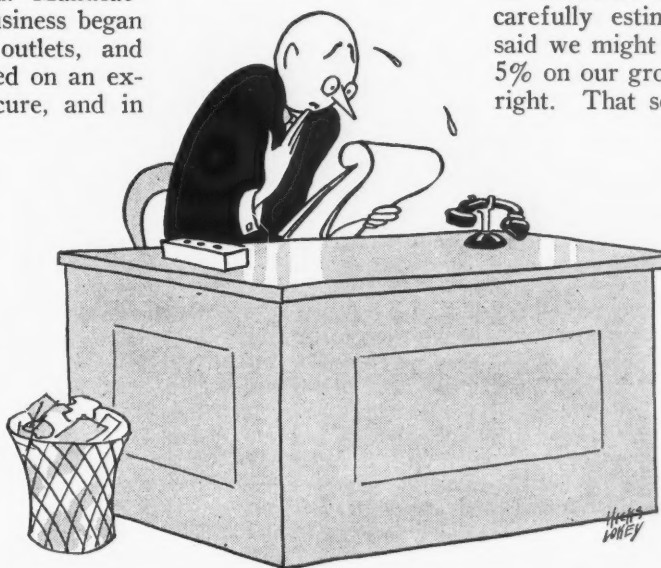
needs nothing at all, he gets plenty of everything, including a wonderful assortment of sight drafts, and even a nice surprise in the shape of an unannounced cut in discount. And a still nicer surprise a little later when the new models come through and he has an abundant stock of the 1929 models still on hand. Then, of course, having the goods in hand, and being forced to sell them, he takes a nice licking on trade-ins, or possibly weakens and shaves the price when some one waves some real coin of the realm under his itching nose.

**B**Y this time, of course, I have been labeled a crab or a business imbecile. Possibly both. I might even agree with you. But I wonder if this disease of chasing the elusive quota is not more prevalent and devastating than we realize.

There is another friend of mine who formerly had a nice garage and car business in a nearby community. He was told he would have to open another display and garage in a larger community nearby in order to retain the agency. He refused, and lost the agency. He took on another car agency for two different cars put out by the same maker. The cheaper was selling, but in came the larger and more expensive cars by the carload, and the dealer had to take them or quit. He quit. This afternoon one of my friends returned from the south, and he told of a mutual acquaintance who had signed up for over a hundred electric refrigerators in a small community, and lost all of his shirt but the buttons.

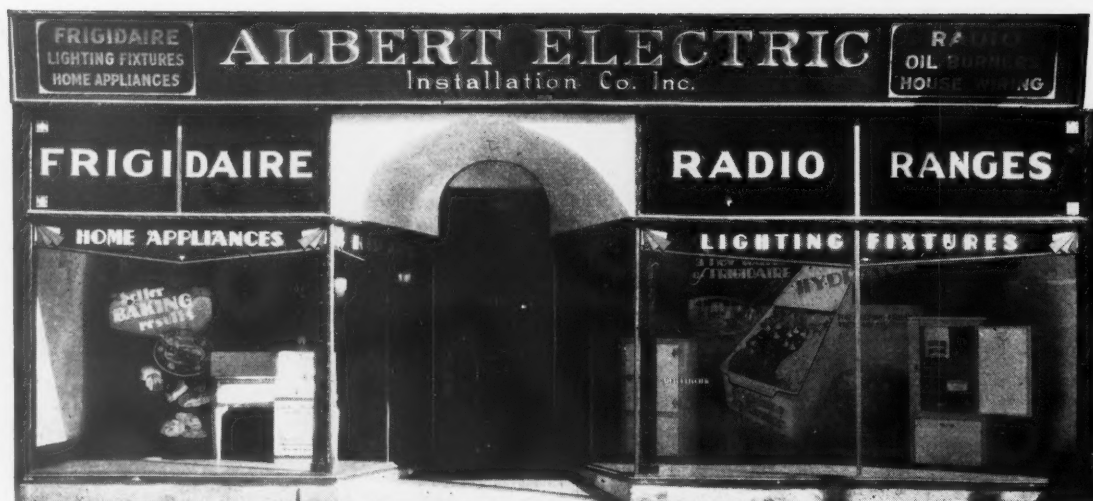
I think I'm cured, certainly I am convalescent. A little item I read in the papers recently helped effect the cure. A representative of the refrigeration company had called on us some weeks ago, and after very carefully estimating our operating costs said we might expect to earn about 4½ or 5% on our gross sales IF everything went right. That sounded a little skimpy, and

I was very sure of it when I read their financial statement in the newspapers this past week. For they were earning over 16% on their sales in the various departments of their own business, and rather begged the pardon of their stockholders, because they had not done as well as the previous year. 16% would be any retailer's heaven, mine included.



Store front of the Albert Electric Company, one of the most active co-operating dealers.

(Below) Interior view of the Albert Electric who do an active job on refrigeration and radio.



## Putting It UP to the

*The Central Hudson Gas & Electric Corporation, Poughkeepsie, turn appliance merchandising operation over to group of co-operating dealers.*

THE Central Hudson Gas & Electric Corporation, Poughkeepsie, N. Y., are going out of merchandising. Formerly active merchandisers, the new policy to be in effect during 1930, contemplates the gradual elimination of their own selling activity and the substitution, in its place, of a group of aggressive dealers who will take over the servicing as well as the merchandising end of appliance selling.

The company, however, intends to maintain a fairly strict supervision over the operations of their co-operating dealers in order to see that there is just as much business being done in the territory as was formerly done by the central station. In order to keep up the sales during the period when the change is being instituted, the company has put in effect the "intermediate stage" designed primarily to hold up the company's present volume of business to something like normal.

The "intermediate stage" contemplates using the company's canvassers, supervisors, home service department, service, etc., in order to get the dealers thoroughly organized in their selling programs. It has also been made quite clear, of course, that dealers may enter into the company's co-operative program at their own will. Independent dealers will have just as many advantages for getting business on a competitive basis as in the past.



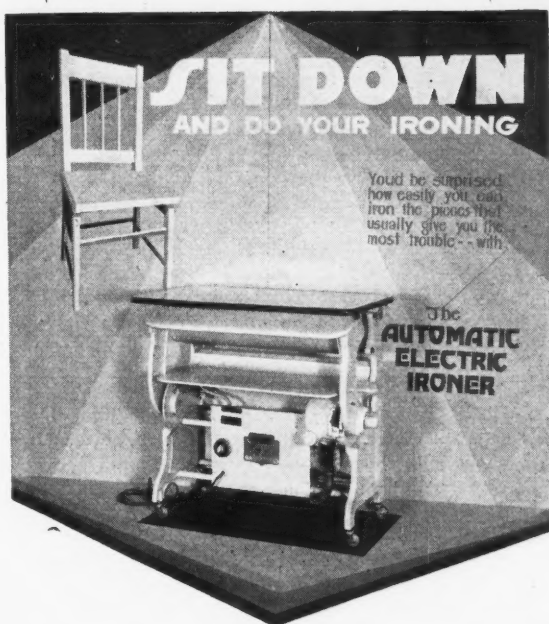
*These two window displays are turned out by the Central Hudson group to aid their dealers.*





*The up-to-date store interior of the Modern Electric Company, Kingston, N. Y., another co-operating dealer in the Central Hudson set-up.*

# Dealer



The intermediate stage of the new co-operative program covers the following points on the company's part:

1. To purchase the necessary appliances for the co-operating dealers.
2. Warehouse and distribute the appliances to co-operating dealers.
3. General newspaper and direct mail advertising, to form the backbone of a general advertising program with which co-operating dealers will tie in.
4. To assist in stimulating co-operating dealer sales.
5. In order to get market information, saturation data,



*The window display in both the Albert Electric and the Modern Electric is a free service of the Central Hudson Gas & Electric Company*

and to stimulate the dealers in their selling operation, the central station will keep canvassers in the field (one to every 3,000 domestic meters approximately). These canvassers are not company salesmen and have no direct part in the selling of appliances. Eventually, it is expected that this number will be reduced.

6. To maintain market records for the benefit of the dealers.

7. To keep up latest information on market data for the benefit of the dealer.

8. To supply emergency service to all customers on request. This service is to be billed at regular rates and will enable the dealers to set up service departments to take care of all but emergency calls.

9. The company will render assistance to dealers and oversee the activities of canvassers by maintaining supervisors in the territory. These supervisors will be paid a small salary plus a bonus based upon the increase in the revenue derived from his particular territory.

10. To finance time paper for the dealer on the sale of appliances and assist him in making collections by arranging for payments on lighting bills.



That briefly, is the outline of the company's activity in their co-operative scheme. They feel moderately certain that with the plan in full swing and with a roster of two-thirds of the important dealers in the community co-operating with them that their appliance sales in the districts which they serve will be doubled or even trebled. Most important, too, in the company's opinion is the fact that the relations of the company with their dealers will tend to foster even greater goodwill than heretofore existed.

### TO SHOW THEM HOW

What the plan amounts to, in effect, is a dealer set-up, sponsored by the power company and designed to stand on its own feet. The entire part of the central station will be to teach the co-operating dealers how to merchandise profitably and at the same time do a larger total merchandising business. All the central station's services to the dealer such as financing time paper, acting as temporary jobber, etc., are done at rates which any other organization could perform. Their principal function is to act as teacher and guide.

The central station do not insist that the dealer have any particular financial standing. Merchandise is sold for cash and the dealer's discount depends entirely on how much he sells.

The company supervisors set quotas for their particular territory by breaking down their total quota between the various dealers. If the dealer fails to live up to the quota set for him it does not mean that he is dropped from the co-operating group; he merely falls into a lower discount class.

### THE DEALER'S PART

For their part, the dealers will be obliged to do the following:

1. Sell appliances actively.
2. To install or arrange for the installation of such appliances as he sells.
3. To keep salesmen in the field working constantly on the sale of electrical appliances.
4. To carry out a certain amount of advertising, which should be co-ordinated with the general advertising campaign of the central station. Advertising to be both newspaper and direct mail.
5. To equip a parts and service department.
6. To maintain a regular stock and display of electrical appliances.

Although the dealer has these functions to fulfill he is aided wherever possible by the company. The Central Hudson window display service, for instance, at the command of every co-operating dealer, is an immensely valuable aid, the smaller dealer being notoriously lacking in the facilities and imagination to do a really competent job himself. Central Hudson removes this difficulty by maintaining a crew of artists and installation men to design and set up the dealer's windows.

While the co-operative plan is in process of being fully developed the central station intends to keep selling appliances from the floors of their offices although they have already departed entirely from this procedure in the sale of ranges and refrigerators. The latter franchises have been given to dealers to work out. Quotas for the present year have been set on major devices as follows: refrigerators 1,200; ranges 750; and electric water heaters 350.

Refrigerator sales will be made entirely through dealers at discounts depending upon the amount of sales effort put forth. That is, dealers qualifying for the maximum discounts must: maintain a regular sales force operating in definite territory; arrange for installation and service; agree to sell a definite quota over a given period; maintain a showroom with adequate display; and, agree to run newspaper and direct-mail advertising to an amount equal to 2 per cent of the gross retail selling price of the merchandise.

In their message to the dealers, the Central Hudson Gas & Electric Company agreed to grant a discount of 27% off factory F.O.B. prices on carload refrigeration orders (Frigidaire). On less than carload orders the discount was to be 20 and 1½%. Small lots were to be granted only five per cent less than the factory price.

The same rule held for ranges (Westinghouse) except that co-operating dealers were to be granted a discount of 30 per cent from the factory list price. Non-co-operating dealers also may purchase ranges from the central station at a discount of 15 per cent. The prices quoted above, of course, were to be without any reference to installation or servicing which was to be taken care of by the dealer. These discounts, of course, are subject to change from time to time.

### SUPERVISION

From the general outline of the plan, the company's principal idea is to set quotas on refrigeration, ranges and water heaters and, through adequate supervision by their own men, insure that the quotas will be met.

They reserve the right at any time to go back to the merchandising field actively on their own part if the plan does not turn out successfully. This angle of the situation, unique in many ways, is of unusual interest. In effect they say to the dealers "Go out and see what kind of a job you can do on selling appliances. You will have no active competition from us—on the other hand you will receive every encouragement and sales help we can give you. All we expect is that there be just as many appliances sold in this territory under the new plan as there would be if we took care of the business ourselves."

If the plan is a success, when it bids fair to be judging from the reactions of enthusiastic dealers in the territory, the company will have a far more effective distribution and sale of appliances than ever before in their history. They will save money, too, on the selling operation in more ways than one. Take the compensation of salesmen—an item which the company will practically eliminate. Prior to the co-operative scheme all Central Hudson salesmen were paid a salary of \$100 a month for the first year with increases of \$10 a month up to a maximum of \$140. In addition they were paid a merchandise commission amounting to 3 per cent of the selling price of any gas or electric appliance and a further revenue building commission amounting to 2½ cents per kw.-hr. for first 100 kw.-hr. yearly rating.

Under the present system the only paid salesmen in the system will be the dealer supervisors who will receive a small salary plus a bonus on the increase in electric revenue derived from their territory.

Sales under the new plan, it is anticipated, should show a decided increase over the last year. An accurate check on the results gotten will be easily obtained by the co-operation of the dealers in giving to the central station a weekly report on their appliance sales.

# 75 Cents



# DOWN.

By

T. F. Blackburn

**T**HE January, 1929, sun shone in friendly fashion on Jefferson and Third Streets, Dayton. A young man, less than a decade out of college, basked in the doorway. He wasn't thinking that he had just uncorked an action-getting principle in his advertising. More likely he was dreaming of his freshman days at Ohio State University where he hip hip hurrahed away \$2,000 and brought his father on the run. "Young man, go get a job," demanded the parent. Now, seven years later, the business that he had founded on a chance idea had grown into Washer-Lane, Inc.

An elderly woman entered the store. Tapping a copy of the Dayton News, she inquired, "Is this a mistake—what you say about a washer for 75c. down?"

"No, madam, it is not a mistake," Howard Lane replied. "We have four demonstrators here. They are like new. Take your choice. We are offering them for a 75c. down payment. Or, if you prefer to make the usual \$10 down payment, we will give you, free, this \$15 set of rinse tubs."

1500 SOLD

That January, 1929, advertisement sold 27 washers. It was so successful that it was repeated throughout the year, with new washers. Approximately 1,500 machines were sold as a result.

Customers are inspired by the "75c. down" offer to come into Washer-Lane and look over the wide variety of makes offered. It is a policy of the store to have machines embodying every principle. About eleven brands are carried. Prospects can actually buy a washer for 75c. down, if they wish. Of course, the store desires references.

However, very few prospects ever pass up the chance to get a set of rinse tubs free in return for a \$10 down payment. In the last four months only 10 out of 375 buyers have done so.

REVERTS

Desire to pay 75c. down makes Washer-Lane doubly careful of credit. A family without \$10 should be carefully checked. Mr. Lane says that much of his success is due to the excellence of the Retail Merchants' Credit Bureau of Dayton. He has had only 50 reversals in the last three years, he says, and has had little trouble

this way with the 5,000 machines he has sold since starting business.

Advertising is employed by Washer-Lane principally to sell \$99.50 washers off the floor. In this dealer's opinion there is not enough commission in the lower-priced model to justify salesmen working house-to-house. Thus the men are able to devote more time to placing \$165 machines. The cost of financing the deal is something like this:

- \$12.95 financing charge (finance house charges \$8)
- 5.25 cost of rinse tubs, in carload lots
- .55 credit report charge
- .24 cost of recording mortgage
- 2.00 stood by salesman on rinse tubs

Thus, Washer-Lane is 91c. ahead even when it turns the paper over to a finance house. Payment on a \$99.50 washer run \$2 and \$3 a week or \$13 a month on the \$165 models. The house carries one-third of its paper—all "suspects"—and turns over to the finance house the good two-thirds.

"My idea is to have a department store on washers," Lane declares. "I want to make Dayton people feel that they are missing something if they don't come in here before they buy. By offering the most complete line in the city I am giving them an opportunity to select just what they want. The 75c. offer is designed to get away from expensive home demonstrations.

FREE EXCHANGE

"I always tell a customer that we carry all makes. Buy the washer she wants and after 10 days, if she does not like it, we'll gladly exchange it for another. Surely some washer on the market will measure up to her ideals. And as we have them all, what can be fairer? At any rate, it does the trick."

Besides rinse tubs, other premiums have been used to get the \$10 down payment. Irons, vacuum cleaners, and a year's supply of Rinso soap, but none of them draw as well as the rinsing tubs, says Mr. Lane.

The jobber is due to come back in the washing machine field, in Mr. Lane's opinion. He feels that he has hit upon the fundamental way to sell washers under present conditions, and that it is easier to execute this plan with the co-operation of a jobber.





# 50 DEGREES

## in an Action Window

*Bacteria become galloping tadpoles in this refrigerator window—but the movement completely dramatizes food preservation.*

By I. L. Cochrane

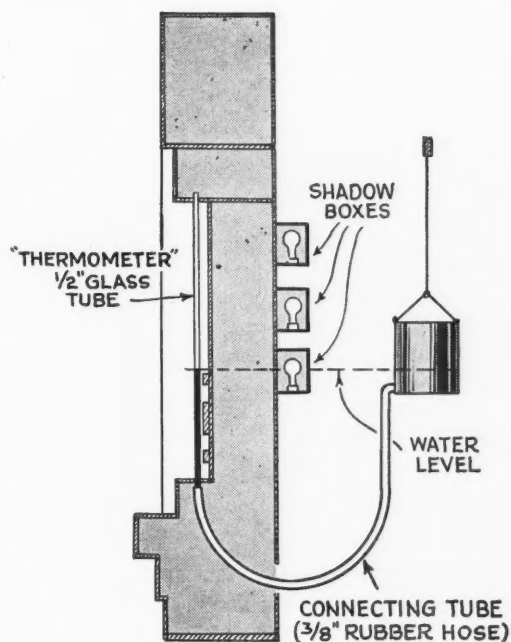
THE problem of creating effective refrigeration windows is always with us. The bulk and box-like character of the merchandise has militated, as a rule, against applying action principles with any great success.

The 50-degree idea, however, gives the window expert some latitude at last. There are many ways of dramatizing the 50-degree principle while one or two refrigerators may be utilized as an effective background. It is what the machine will do that must be told.

The accompanying window as shown in the sketch at the top of the page has all the elements of a successful action window because it is simple, dramatic. Fluid rising and falling in a glass vessel, lights flashing off and on, are basic contrivances of simple action windows and yet, unless there is a definite meaning back of it all and the passerby receives a brief but complete story, then the entire business becomes meaningless.

This action window combines these qualities to more than the usual degree. It is a refrigerator display that drives into the mind a highly dramatized story of food preservation—and, the whole story is unfolded to the passerby in a few flashing seconds. Symbolized bacteria are seen forming as the thermometer rises; and, then as the red tongue descends, the imps of food destruction pass from action into the oblivion of that glorified temperature below 50 degrees Fahr.

This window display, as shown in the above illustration, was designed by Dave Congress, a display manager for the Queensboro Gas & Electric Co., Far Rockaway, N. Y., to fit a 15-foot wide window. The overall length is 12 feet and the height 8 feet. The arch and foundation are built of framing and beaverboard, with appliqued letters at top. Scenic effect is painted on cotton sheeting, and the futuristic tadpoles, that repre-



**Fig. 1**

*Cross-section showing structure, shadow boxes, tubes and pail.*

sent bacteria, are left white in the center of various perishable foods.

Thermometer in center is built to frame a half-inch thick length of glass tubing, which contains brightly reddened water, which is made to move alternately up and down, above and below the magical 50-degree mark—and, when the tube shows a “registry” above the danger point, lights concealed in shadow boxes behind each of the bacteria imps pop on, haphazardly, one at a time, until all of them are on, thus graphically describing the bad effects that follow from allowing food to remain at a temperature above 50 degrees.

As the liquid in the tube descends, one light after another goes out until no more “bacteria” are on the job, as it is too cold for them to thrive when the red line glides below the point of refrigeration safety.

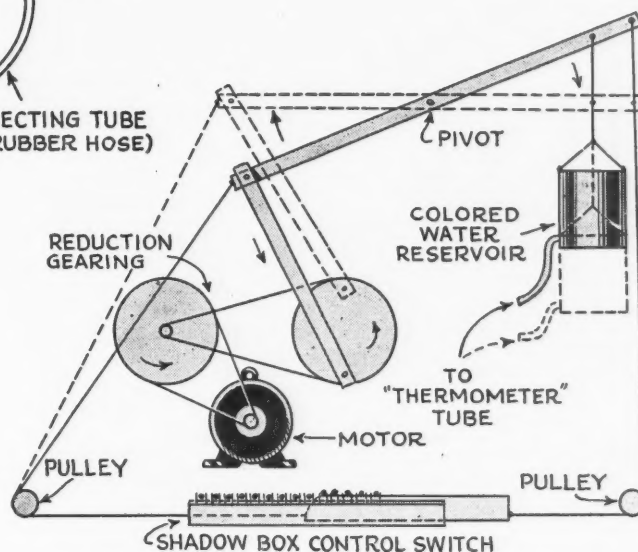
How does it work? By referring to Illustration No. 1 it will be seen that behind the curtain-like painting a rubber tube connects the glass tube to a nozzle soldered into the bottom of a tin paint pail. The pail is suspended by cord from one end of the rocker arm. To the other end of the rocker arm is attached the lever which slowly raises and lowers the pail of reddened water as one of its functions. Naturally, water remains

at its level; consequently, when the pail moves downward the liquid in the tube descends. On the upward swing, if only a small air vent is allowed at top of tube, the liquid bubbles and foams—adding another attractive action effect.

The other function of the rocker arm, shown in Illustration No. 1, is to synchronize the 25-watt lamps, housed, each in its own shadow box, back of its “bacteria.” As only a low wattage is employed, the device to govern lamps has a wooden box for its base. On one edge is fastened a small length of copper tubing to which the lead-in wire is soldered. Laid crosswise, one end resting on the lead-in piece, and loosely held in place by nails on each side at both ends, is placed one length of small copper tubing for each lamp. A wire is soldered into one end of each tube completing the circuit to its lamp.

As the rocker arm is swung up and down, the cords at each end draw the “L”-shaped wooden slide back and forth through the box, as shown in Illustration No. 2, the wooden slide is just high enough so that when it is thrust under a copper cross piece that piece is slightly raised from its contact with lead-in, on which it was resting. Thus the light goes out and remains out until the wooden slide is drawn from under on its return journey.

The reduction gearing should be figured out so that the eccentric lever wheel moves the lever up and

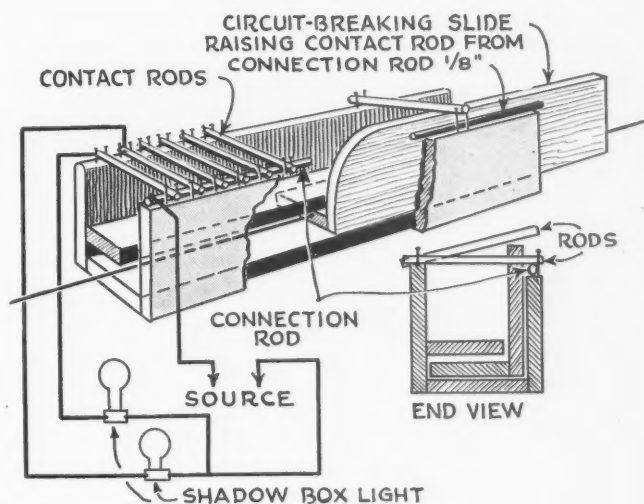


**Fig. 2**

*The animating mechanism of this display. A motor through a reduction gearing revolves the wheel to which is attached the lever that actuates the rocker, which in turn raises and lowers the pail. The rocker also pulls the contact breaker back and forth by means of cord running under pulleys at each end.*

**Fig. 3**

*Contact breaker. The cross arms are correctly spaced to synchronize with the thermometer and the cord is adjusted so that contact between slide and cross arms is rightly timed. Slide box is 15 inches long by 4 inches wide and other measurements in proportion.*



down, in one complete circuit, about every ten seconds.

The window is chiefly successful because, while attracting attention by its color and movement, the story is sufficiently exaggerated to get across. Bacteria are merely unknown, deadly insects to most people and to make them real they have to be pictured. As the thermometer rises and the bacteria begin to flourish, as evidenced by the lights coming on, the passerby carries away a very definite impression of the dangers of inadequate refrigeration.



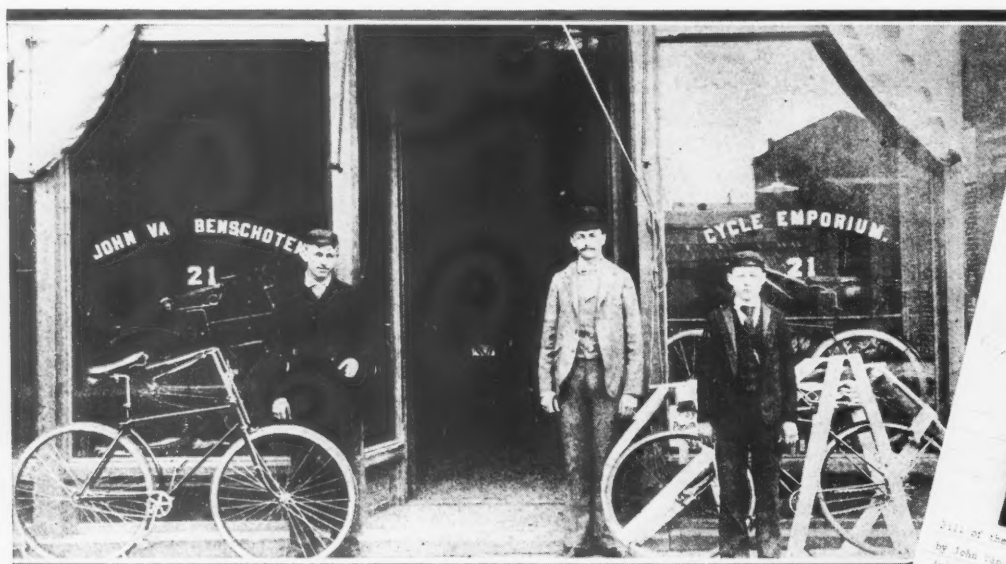
He

Began with



JOHN VAN BENSCHOTEN  
as he appears today

# BICYCLES



The original shop at 21 Catherine St., Poughkeepsie, when John Van Benschoten (center) manufactured and sold bicycles in 1890.

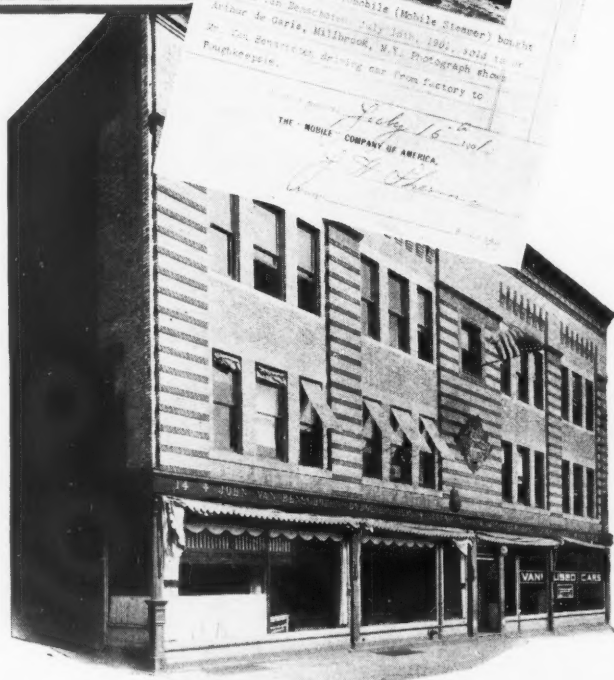
THE automobile business "ain't what it used to be": only half the quantity of cars are being sold compared to the old days; fly-by-night distributors and dealers have set up shop on every corner; stabilization of models, price-lines, dealer's discounts, exists only as a forlorn echo of more prosperous days in the trade.

These reasons were partly responsible for the long-established firm of John Van Benschoten Company, Dodge, Chrysler, De Soto distributors of Poughkeepsie, entering, some two years ago, the field of specialty electrical devices—refrigeration, oil-burners, now—ranges.

## THE MAN

No one should be more competent to express an opinion on the trend of automobile business than John Van Benschoten. Born in 1870 of early Dutch stock he has been actively engaged for the greater part of his 60 years in the business. Even before the advent of the automobile, in 1890, he was indulging his particular mechanical bent by manufacturing bicycles.

(Below) Bill for the first automobile bought by Van Benschoten in 1901. The building shown below houses the automobile and appliance business.





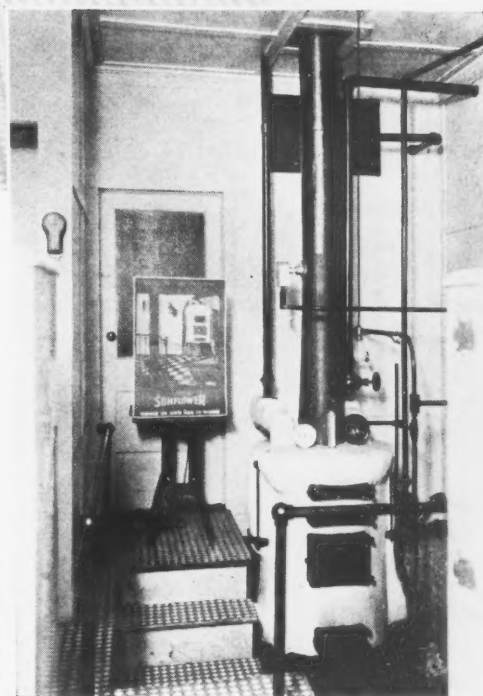
A portion of the appliance showroom. G. Harvey Wood, in charge of appliance sales, is shown demonstrating a range.

Since 1890  
the Van Benschoten business has been  
a continuous merchandising operation  
which now embraces electrical re-  
frigerators, oil burners and ranges.

Of heroic proportions, in his early youth he was the world's champion cyclist. Those were the days of '88 and the high-wheeler and the original model on which he first pedalled his way out of obscurity is still on display in his showrooms. When the horseless carriage came in he was one of the first to both drive and engage in their sale. In 1914 he took over the distributorship of the Dodge car which he has held to the present day. Little known, too, is the fact that John Van Benschoten manufactures every steering wheel on Ford cars. He is president of the company in Poughkeepsie which supply them to Henry Ford. Concerning the refrigeration and oil-burner business he is enthusiastic. In addition, has just added electric ranges to their line and is contemplating entering the field with a water heater.

"Looks like this specialty stuff is becoming as important as the original automobile business," he commented. "Don't ever expect it to take its place because I think the auto trade is going to start picking up fast in the next couple of years. Aren't going to be so many manufacturers for one thing; lot of distributors going to go broke for another. But it might have looked bad for us if we hadn't done close to \$100,000 in appliance business last year on top of the auto trade."

(Right) The demonstration oil burner (Silent Glow) is used to heat the showrooms. Two more heat the Van Benschoten building.



#### WHAT THEY HAVE DONE

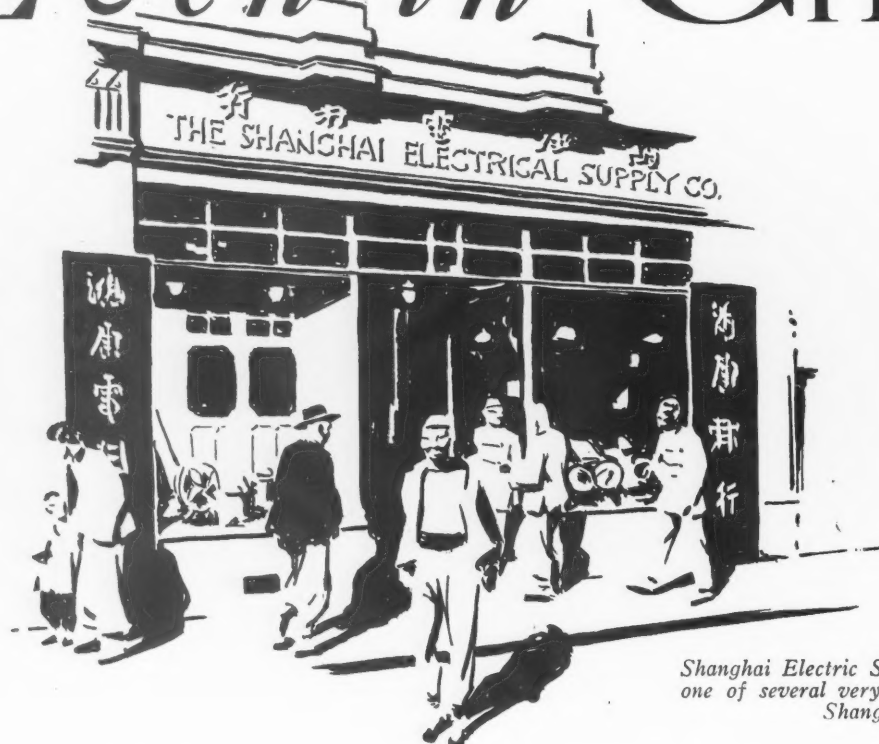
What Van Benschoten has done to date: sold 94 oil-burners in the last two years (Silent Glow Sunflower) sold \$56,000 worth of refrigerators (Kelvinator) last year; put on electric range (Electrochef) ten days ago from the time of writing and has sold four of them so far; franchise on electric range given them by Central Hudson Gas & Electric Corporation who have gone out of active merchandising and have instituted an aggressive dealer cooperation policy (see page 50); due to the fact that there are approximately 16,000 customers of the lighting company in his territory who are not served with gas, is also planning to sell electric water heaters.

The business in the main appliance store (which is an off-shoot of the automobile showroom) has grown so that Harvey Wood, in charge of appliance sales, has al-

Please turn to page 75



# Even in CHINA—



By

C. GRUNSKY

*Shanghai Electric Supply Company—  
one of several very active dealers in  
Shanghai.*

THE Chinese like electric light, as any one who wanders through the blazing commercial district of a Chinese city at night can testify. Stores are outlined in strings of varied colored lights like a street fair and even small street stands will have three and four lamps on strings, preferably bare globes without shades and hung about on a level with the eye. This same propensity for light, and plenty of it, is carried into the home as well, where lights are frequently left burning all night long. Here, one would say, is a people who have accepted electricity—here is an appreciative market for electrical appliances.

To understand the electrical merchandising situation in China, one must start with the generation of power. Communities in which foreign settlements are factors of importance—Tientsin, Shanghai, Tsingtao, Hongkong—of course, have well operated electric light plants functioning twenty-four hours in the day. To these may be added several of the larger, more purely Chinese cities and still farther down the line, hundreds of small communities in all

parts of China which are served by electric plants, some of them so far inland that it takes weeks of overland travel to obtain replacement parts in case of any breakdown. With the possible exception of the efficiently run, purely native city of Canton, however, it is almost a safe rule to assume that the more completely Chinese the operation of the plant, the less dependable its power. Small plants are operated sometimes with loads of from 4 to 5 times their ratings, so that voltage fluctuations may swing from 220 to 110 with the variation in load within the course of the day.

In the interior, plants are seldom operated in the daytime and frequently only for stated periods at night. Appliance or industrial loads are not a possibility under such circumstances and most of the industries or the individuals desiring electricity for any use except lighting operate their own plants.

Two other factors are mentioned as complicating the situation. One is the fact that the Chinese are proverbially poor at upkeep. They are apt to regard all income as profit and to pay it out without

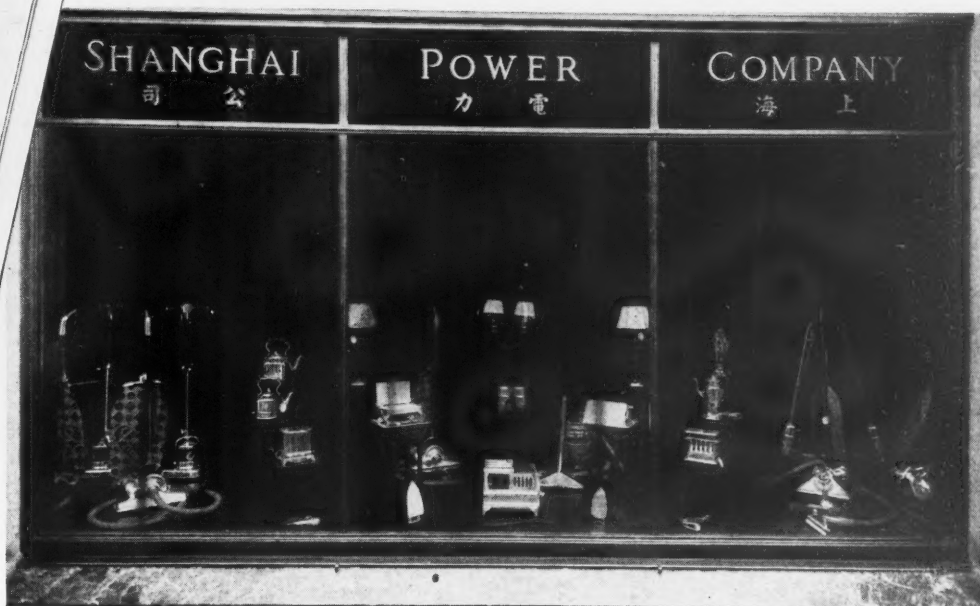


*Showroom of Shanghai Power Company recently taken over by American capital. Note the display of electric heaters.*

# There is a MARKET for ELECTRICAL APPLIANCES



(Above) Is this a sales talk on more adequate wiring?—or isn't it?



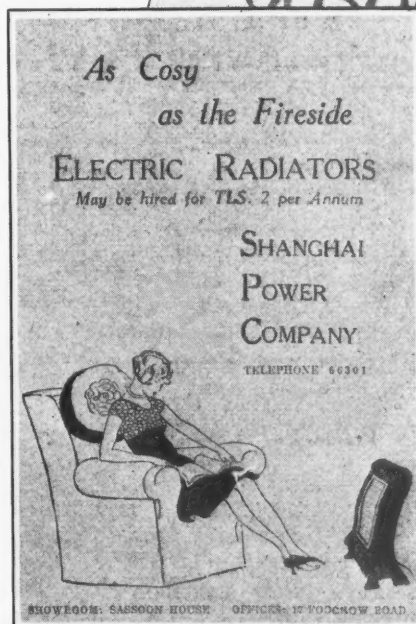
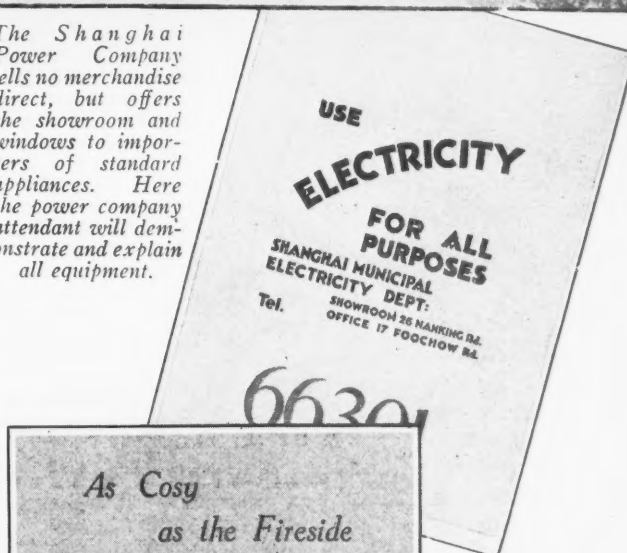
The Shanghai Power Company sells no merchandise direct, but offers the showroom and windows to importers of standard appliances. Here the power company attendant will demonstrate and explain all equipment.

making provision for depreciation and amortization. The other factor is the tendency to purchase cheap and poor equipment. The purchasing agent frequently asks for a percentage for himself and finds it to his own advantage to advocate the purchase of apparatus which will need early replacement, while the owner is inclined to judge by first price and not by operating quality. That this statement cannot be made without qualification is indicated by the very real market for trade-marked goods of a proven quality, to which the Chinese are frequently loyal even when cheaper makes are available.

**A** SOMEWHAT similar problem is reported by foreign dealers in some of the treaty ports who find the sale of appliances hindered by inadequate house wiring. Here the contractor himself is frequently to blame, as he is not unwilling to make repair jobs for himself, while the owner is attracted by a lower price.

It follows from the above that the sale of electric appliances is confined largely to treaty ports, although not necessarily to foreigners in these ports. The Chinese themselves are extensive purchasers of fans, irons and heaters, in that order of popularity, not to mention such small articles as flashlights and batteries. In Shanghai they are expected to furnish an appreciable part of the market for electric refrigeration. In the Hongkong district, however, the ancient safeguard of "eating only hot foods" is still to be overcome.

In some of these fields the Chinese themselves are providing serious competition. In Shanghai, for instance, a locally made iron is popular, while a fan of native manufacture takes the cheaper trade in Hongkong. German irons are seriously invading the field in more than one market. In general American equipment is well liked



Shanghai is now served by an American owned company. Merchandising is through dealers with utility co-operation.



and stands for quality. Chinese competition not infrequently takes the form of imitation and trademarks must be registered and constant vigilance maintained to prevent infringement.

Besides electric fans, irons and heaters, cheap portable lamps and fixtures, electric tea kettles and grills are occasionally seen in the shops, although the Chinese habit of keeping hot water always ready for tea militates against the use of any electric appliance, as the charcoal brazier is always at hand. The foreign colonies offer a limited market for almost all the usual appliances, except that the presence of cheap domestic labor means that there is less inducement to purchase labor saving equipment. Vacuum cleaners are fairly popular, washing machines, on the other hand, almost unheard of. In the southern cities of Shanghai and Hongkong where warm summers call for the need of food preservation, the electric refrigerator is coming to have real popularity.

The electrical department of the International Settlement of Shanghai has recently been purchased by American capital (Electric Bond and Share). The Shanghai Power Company does no active merchandising, but provides an attractive showroom and display windows on Nanking Road, where any importer of electrical appliances is permitted to display his wares. Power company attendants explain their use and cost of operation and will on request take customers' orders to be turned over to the dealer handling this line, or will send customers to the retailer direct.

**I**N ADDITION, the company operates what they call the "hire plan" of distributing ranges, air heaters, water heaters and electric motors. Because of the difficulty of selling this major equipment in a community where residence is generally temporary and because of the need of education to promote its use, as early as 1912 the practice was started of renting motors at a small sum per month. In 1913 ranges were added to the list of rentals, air heaters in 1916 and water heaters within the past few months. The present scale of charges is about 50 cents (gold) for a 9-kw. range, 25 cents for a 2.7-kw. cooker, \$1 per year for the use of a 3-kw. air heater and \$1 per month for a 2-kw. water heater of the storage type. This is exclusive of the cost of the current, which varies from 1½ cents to 1 cent per kw.-hour, for this service. It is figured by the company that the use of a range increases the customer's bill by from \$3.50 to \$4.00 (gold) per month.

Wiring of homes for ranges up to 60 ft. is done free by the company, who have their own department for this purpose. The average cost to the company for this service is about \$9.00 (gold). If the customer does the wiring the rental of the range is reduced to 25c. per month. A deposit on equipment is required.

*Electric refrigerators are needed in the tropical summer of southern China and enjoy a good sale.*



All servicing is done free by the company. With electric heaters this is seasonable, amounting to about ten calls per day, most of them occasioned by blown fuses. Ranges, of which there are about 450 on the lines, require on an average of 22 service calls per month; motors, 13 calls a month, and water heaters, of which but a few have been sold as yet, only 6 calls a year.

Costs may be assumed to be somewhat less than half those of a company in the States.

A Chinese cook is employed by the company to demonstrate equipment and to teach proficiency in its use. Dealing with Oriental cooks whose pride is easily offended, requires infinite tact, but this service in general has proved eminently satisfactory and only occasionally has the demonstrator been chased off the premises.

Motors are rented on the horsepower basis. Here the rental system, introduced some years ago, has helped to popularize this article, until now there is a steady market for the purchase of motors. Rentals are

still popular, however, and installations varying in size from 3,000 hp. in a single plant to a fractional horsepower motor are served, the total load coming to 28,000 hp. Rental rates grade from about \$1.50 (gold) per month for a 1-hp. motor to \$25 per month for a 200-hp. motor. The company's engineers are prepared to study the customer's problems, recommending and installing motors as needed at the regular rental charge. In general the local dealers feel this competition to be less keen than in the field of ranges and heaters and a considerable market for motors exists and is growing in Shanghai.

**T**HE company has about 55,000 consumers and at the present time reports a rental load and an increase for the past year as follows:

Load	Increase		
	1928	1929	1928-29
Air heaters . . . . .	26,324 kw.	27,575 kw.	1,251 kw.
Ranges . . . . .	4,059 kw.	6,105 kw.	2,046 kw.
Motors . . . . .	13,880 hp.	14,000 hp.	120 hp.
Water Heaters . . . . .		98 kw.	98 kw.

A somewhat similar rental program to that now in force in Shanghai was formerly maintained by the Hongkong Electric Company, but it was given up some three years ago, the company now merchandising direct.

The Chinese likes light and uses plenty of it. He likes electrical conveniences, too, but is timid about trying anything new, fearing to be laughed at if it should not prove satisfactory. A new product is apt to have a difficult time at first, in other words, but once the market is won, the Chinese is an extremely loyal buyer.







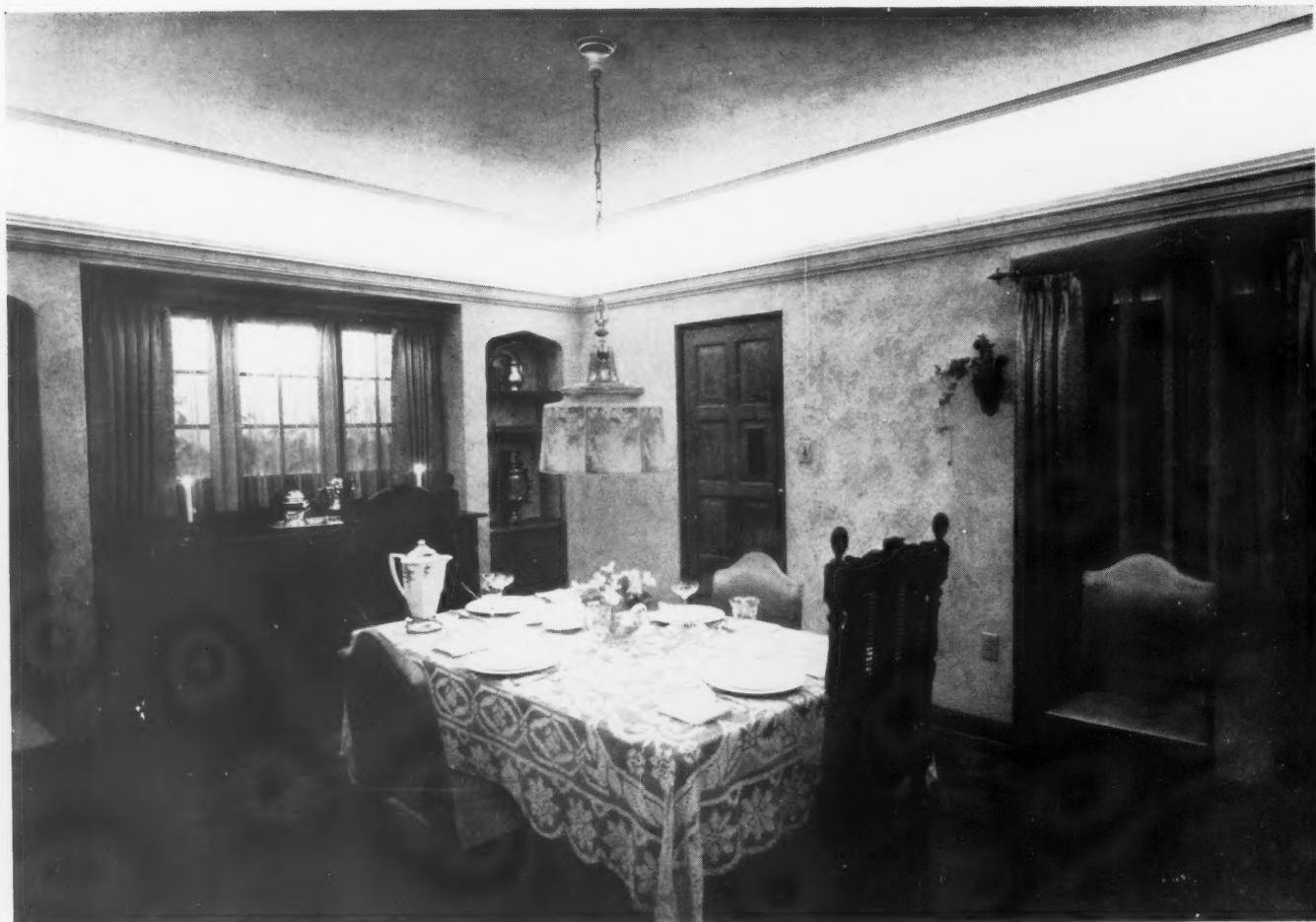
# Everybody's Our Customer

*THE Brooklyn Edison Company have discovered that electric clocks are so broad in their appeal as to find a sale among all classes. For instance, many electric chime clocks are finding their way into the homes of Brooklyn's numerous Italian population. Recently an Italian customer decided on a chime clock retailing at \$600. Great was her disappointment on finding it too large for the only space available. She was able, however, to get a \$400 clock into her quarters, also an electric refrigerator, and enough decorative lamps to total a \$1,000 purchase.*



Photo by LAZARNICK

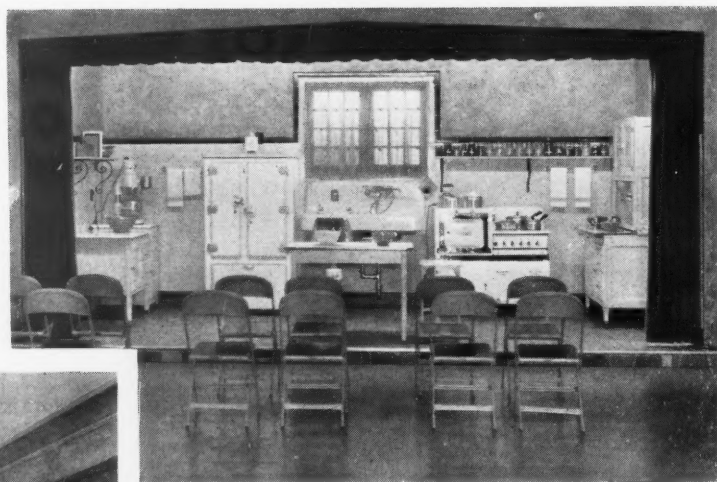




*Cove lighting in this modern dining-room of the bungalow is effectually contrasted to the single old-fashioned drop fixture pictured opposite.*

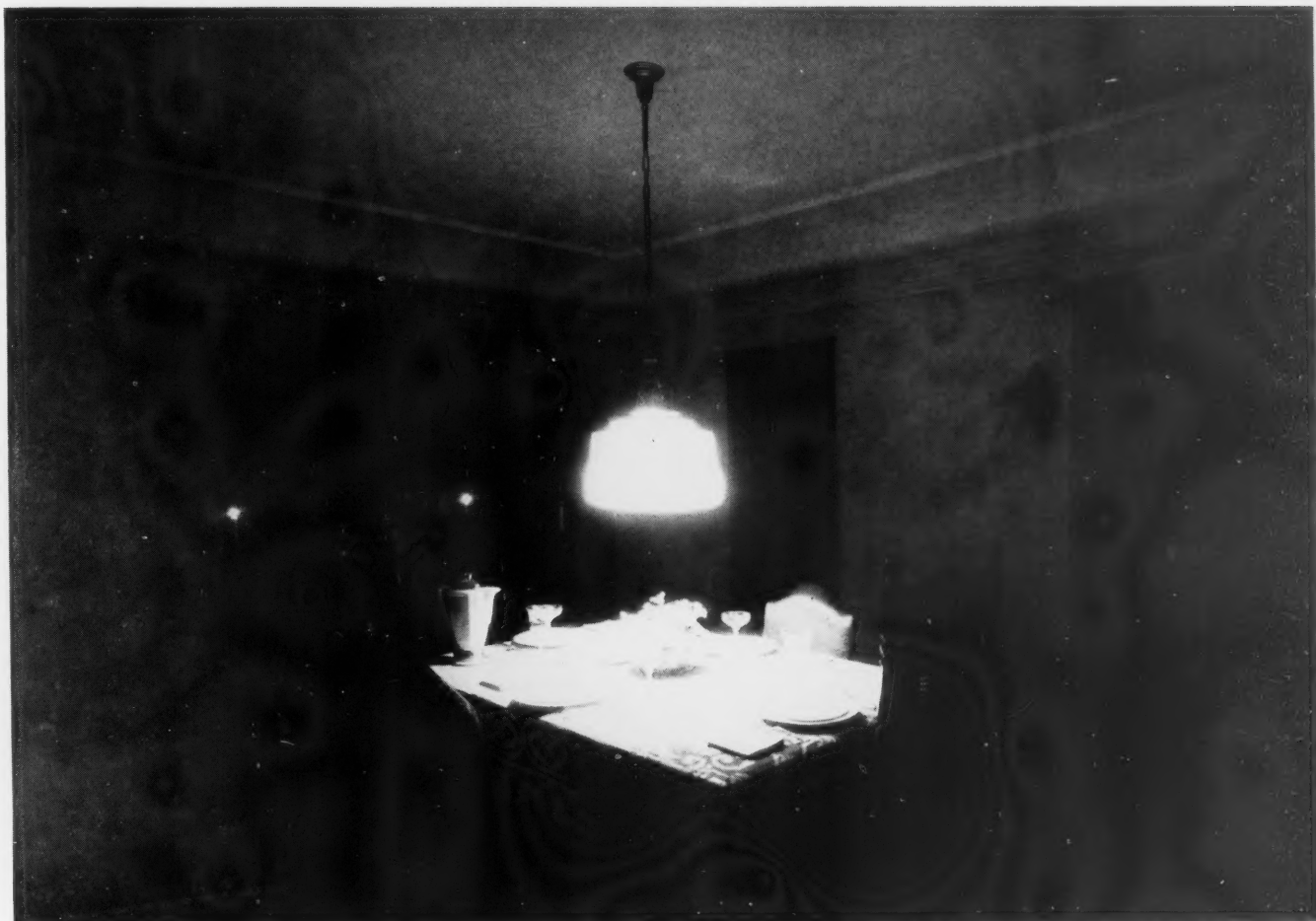
# H O M E —

*The home service kitchen at the new bungalow follows conventional design in most features.*



The new home-service  
Railway & Light Cor-  
the business of creat-

*A central lighting fixture, wall brackets and a generous supply of convenience outlets make the living-room an attractive room.*



# MAKING G

*Note how concentrated and intense is the lighting above compared to the soft and pleasing diffusion on the opposite page.*



*Detail of the exterior. Note the bracket fixtures which are in perfect harmony with the decorative iron grill work.*

bungalow of the Iowa  
poration is dedicated to  
ing better homes

*A two-color cubist motif in silver and black lend the bedroom simplicity, dignity, repose.*





# EUREKA Awards

*in International Competition*

## GRAND PRIZE

at Sesqui-Centennial International Exposition, Philadelphia, in 1926.

• • •

## HIGHEST AWARD

and Silver Medal at Royal Sanitary Institute, London, England, in 1922.

• • •

## GRAND PRIZE

and Gold Medal at Exposition D'Hygiene, Paris, France, in May, 1921.

• • •

## HIGHEST AWARD DIPLOMA

and Gold Medal at Ideal Home Exposition, Amsterdam, Holland, in July, 1920.

• • •

## GRAND PRIZE

and Gold Medal at Exposition Industry, Milan, Italy, in July, 1920.

• • •

## GRAND PRIZE

and Gold Medal at the Inter-European Hygienic Exposition, Brussels, Belgium, in June, 1920.

• • •

## GRAND PRIZE

—the highest award obtainable—at the Panama-Pacific Exposition, San Francisco, in 1915.

# LEAD

## Must be ... not merely



It is easy to *claim* leadership for a product, in general terms of "greatest", "finest" or "best". But claims mean nothing unless supported by facts and figures that *prove* such leadership.

Eureka is willing indeed that its position in the industry and the desirability of its dealer franchise be judged by records of performance.

### 7 Times World's Champion

In every really important international competition of the last 15 years, the Eureka has won the Grand Prize or Highest Award for vacuum cleaners. Seven times, impartial juries of experts have conferred leadership upon Eureka—for cleaning effectiveness, simplicity of design and sturdiness of construction.

These awards in themselves are a most convincing endorsement of the famous "High-Vacuum" principle of cleaning—now refined and developed to a still higher plane of effectiveness in the latest Grand Prize Eureka.

### Leadership in Sales

Eureka consistently leads the vacuum cleaner industry in number of units sold. The total number of Grand Prize Eureka placed in use—more than

The present complete Eureka line includes the super-powered Eureka Standard at \$56.50; the full-sized, powerful Eureka Special at \$39.50; and the handy little Eureka Junior at \$16.50—electric (heater) hair-dryer attachment \$3.00.



*Grand  
Prize*

# EUR VACUUM

# LEADERSHIP Earned Claimed

2,500,000—is equal to one in every eight wired homes in America, and Eureka sales have amounted to nearly one-third the combined sales of *all* competitive makes.

These facts, better than any general claims, show how firmly the Eureka is entrenched in the favor of users everywhere.

## Eureka Dealers, Too, Are Leaders

Reproduced in the column at the right is a partial list of power companies and department stores selling the Eureka line. It indicates the caliber of dealers who have chosen the Eureka after the most careful comparative study, not only of mechanical design and construction, but of price, value and opportunity for sales volume and profit.

\* \* \*

This is *earned* leadership. These facts speak for themselves, and can lead to but one conclusion.

**EUREKA VACUUM CLEANER COMPANY**  
DETROIT, MICH., U. S. A.

*Largest Manufacturers of Vacuum Cleaners in the World*

Canadian Factory, Kitchener, Ontario. Branches: 8  
Fisher St., London, W. C. 1, England; 299a-301 Castle-  
reagh Street, Sydney, Australia (588)

Dealers interested in the profit opportunity offered by Eureka in their territory should write or wire at once for an interview with the Eureka district manager nearest them.



# EUREKA

  
**CLEANER**

*Gets  
More Dirt*

## EUREKA Dealers

*are the real "Who's Who" of big business*

### Power Companies

Edison Electric Illuminating Co. . . . . Boston  
New York Edison Co. . . . . New York  
United Electric Light & Power Co. . . . . New York  
Detroit Edison Co. . . . . Detroit  
Philadelphia Electric Co. . . . . Philadelphia  
Con. Gas. Electric Lt. & Power Co. . . . . Baltimore  
Potomac Electric Appliance Co. . . . . Washington, D. C.  
Duquesne Light Co. . . . . Pittsburgh  
Union Gas & Electric Co. . . . . Cincinnati  
Union Electric Light & Power Co. . . . . St. Louis  
Northern States Power Co. . . . . Minneapolis  
Utah Power & Light Co. . . . . Salt Lake City  
Washington Water Power Co. . . . . Spokane  
Northern Ohio Power & Light Co. . . . . Akron  
Ohio Edison Co. . . . . Springfield, Ohio  
Southern Indiana Gas & Electric Co. . . . . Evansville  
Central Illinois Light Co. . . . . Peoria  
Illinois Power Co. . . . . Springfield, Ill.  
Delaware Power & Light Co. . . . . Wilmington  
Cumberland County Power & Light Co. . . . . Portland, Me.  
Puget Sound Power & Light Co. . . . . Seattle  
Brockton Edison Co. . . . . Brockton  
Consumers Power Co. . . . . Jackson, Grand Rapids, Battle Creek, Kalamazoo, Muskegon, Flint, Saginaw and many others

### Department Stores

Gimbel Bros. . . . . New York City, Pittsburgh, Philadelphia, Milwaukee  
Abraham & Straus . . . . . Brooklyn  
The Namm Store . . . . . Brooklyn  
Bamberger's . . . . . Newark  
Hahne & Co. . . . . Newark  
Kresge Dept. Store . . . . . Newark  
Houghton & Dutton Co. . . . . Boston  
Gilchrist's . . . . . Boston  
Jordan-Marsh Co. . . . . Boston  
J. L. Hudson Co. . . . . Detroit  
Crowley-Milner & Co. . . . . Detroit  
Bailey's . . . . . Cleveland  
Kinney & Levan Co. . . . . Cleveland  
J. N. Adam & Co. . . . . Buffalo  
E. W. Edwards & Son . . . . . Buffalo  
Boston Store . . . . . Columbus  
Famous-Barr Co. . . . . St. Louis  
Stix-Baer & Fuller Co. . . . . St. Louis  
Nugents . . . . . St. Louis  
Loveman, Joseph & Loeb Co. . . . . Birmingham  
The Fair . . . . . Chicago  
Wieboldt's (3 stores) . . . . . Chicago  
Marshall Field & Co. . . . . Chicago  
Boston Store . . . . . Chicago  
The Golden Rule . . . . . St. Paul  
The Dayton Company . . . . . Minneapolis  
The Leader . . . . . Minneapolis  
The May Co. . . . . Los Angeles  
Walker's (5th Street Store) . . . . . Los Angeles  
Dohrmann Cornil Co. . . . . Los Angeles  
The Emporium . . . . . San Francisco  
The Whitehouse . . . . . San Francisco  
Nathan Dohrmann Co. . . . . San Francisco  
American Furniture Company . . . . . Denver  
Boston Store . . . . . Milwaukee  
Schuster's . . . . . Milwaukee  
C. E. Chappell & Sons . . . . . Syracuse  
Frank & Seder . . . . . Pittsburgh  
H. C. Capwell Co. . . . . Oakland  
and many others



# *Only* Gainaday can offer *this unique RUBLESS feature*

**It's now available in three popular-priced models...and it's backed by consistent merchandising support.**

**T**HE Gainaday has no moving parts in the tub to wear and tear clothes! It washes quickly and thoroughly by the powerful action of the suds alone.

This exclusive patented feature gives Gainaday merchants an important advantage in any competitive selling. For the Gainaday Washer is a distinctive quality machine.

This year, two new merchan-

dising features insure increased volume . . . speedier inventory turnover.

## ***New Complete Price Range***

There is now a Gainaday priced for every customer! A new, full-sized, high quality machine at \$105. The famous model L at \$129.50. And a new combination washer and ironer at only \$150.



**(Left) Model A-30 . . . A full-sized, full quality Gainaday Electric Washer at the new low list price . . . \$105.**

1 1 1

**(Right) Model L . . . The time-tested washer that has given Gainaday its famous name for superior washing ability combined with trouble-free service.**

**List price . . . \$129.50.**





*The efficient rubless Gainaday water action is an exclusive patented feature. It removes dirt thoroughly without harsh rubbing.*

*1 1 1*

And *all* embody the sturdy Gainaday construction that eliminates costly servicing!

#### ***Consistent Sales Support***

Every week, newspapers in metropolitan centers carry Gainaday advertising of the type that *sells washing machines*.

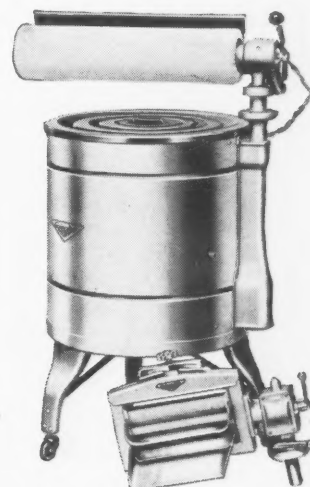
A wide assortment of newspaper mats are available to help Gainaday merchants tie-in with this effective campaign. Window displays, folders and direct mail pieces are supplied for point-of-sale use. And experienced factory

representatives, located in key cities of each Gainaday sales territory, co-operate in any sales or organization planning.

#### ***Investigate Dealer Plan***

From every viewpoint, Gainaday Washers now offer merchants an attractive proposition. Quality construction insures minimum servicing and satisfactory customer relationship. Convenient nearby warehouses provide prompt supply and permit small capital investment. Write today for information.

*(Below) Model BU-30 . . . A practical new combination Washer and Ironer at the moderate list price of . . \$150.*



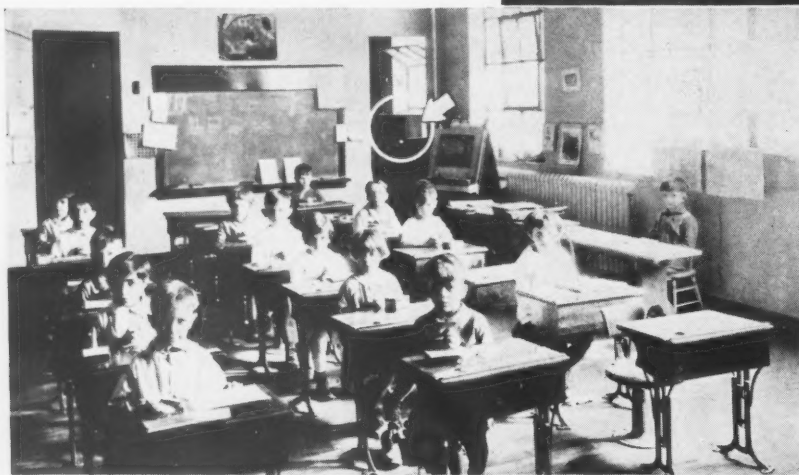
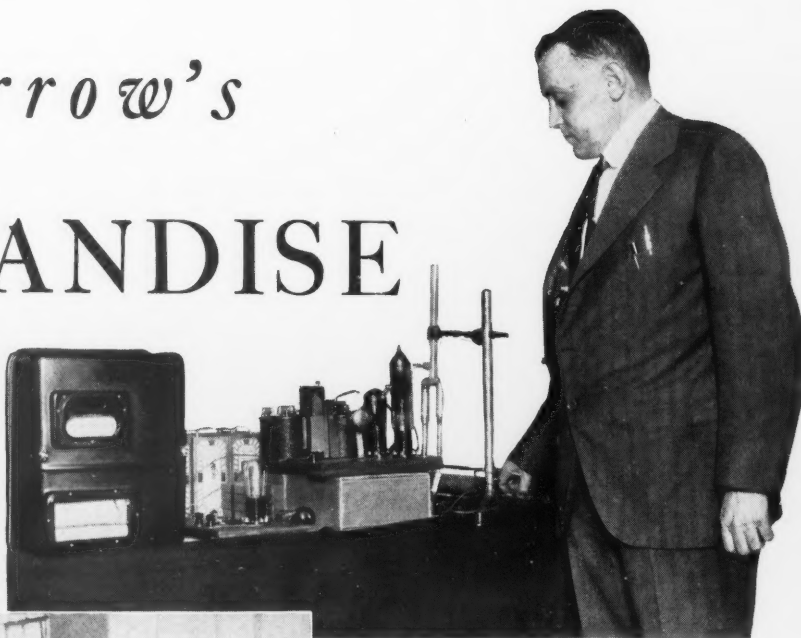
**Gainaday Electric Co., 3026 Liberty Ave., Pittsburgh, Pa.**

**Gainaday**  
**Electric Washer**



# Tomorrow's MERCHANDISE

*In the laboratories of today's  
electronic engineers.*



The heretofore uncertain treatment of rickets and other maladies by ultra-violet rays has been brought to an exact science by Dr. H. C. Rentschler, Director of Research of the Westinghouse Lamp Company, and newly elected president of the New York Electrical Society, using a uranium photo-electric cell. At the left is the commercial apparatus, the box containing the cell and condenser, etc. The meter-like arrangement is the moving paper and ink pencil, the latter marking on the paper (which moves at a set speed) the number of condenser discharges. The number of marks on the paper shows the amount of ultra-violet ray, the frequency tells the amount in a given time, thus limiting the dose.

(Upper left)

The photo-cell switch seen in the circle (rear) protects children's eyes by turning on school room lights automatically at dusk.



A new kind of organ run by electron-tubes. The keys close circuits setting up oscillations each of the proper frequency.

This immense electric sign at Newark, N. J., is turned on every evening by photo-cell genie concealed in the little box at the right of the windows.









## *He Began with Bicycles* (Continued from page 63)

ready completed negotiations for opening two more stores in Dutchess county.

### HOW THEY DO IT

Business is obtained chiefly on the following basis: automobile salesmen go out and get prospects and write orders for refrigeration, oil-burners, as side-line to auto selling. They are paid straight commission usually, use their own cars for contact, sell customers to whom they have already sold a car. Most of the salesmen have been employed a number of years, and have acquired long list of satisfied automotive customers. On this basis they sell the reputation and service of the Van Benschoten house—a simple and extremely effective procedure according to Mr. Wood.

Automobile and refrigerator service men are also paid a commission of ten per cent for any prospects turned in which result in a sale. Many sell their own family or relatives and give them their 10 per cent as a special discount.

Van Benschoten believes in allowing the time-payment schedule to be in accordance with the circumstances of the customer, he therefore establishes no inflexible rule for either down payments or term of the extension.

The appliance display is compact but effective. A room about 15 x 20 feet houses eight refrigerator models, one range; the oil-burner is installed on a lower level and is used for heating the premises. Automatic in operation it serves admirably for demonstration purposes. A whole side of display room is the window, giving free view of store. When the range was first put in the corner where

it would catch the glances of the passers-by Wood counted nine out of ten people stop and look at it.

"It's a wonderful business," says Wood. "We certainly have no kicks coming. We sold nineteen refrigerators in February, nine more last week and I've just sold two more today. The range we expect to have just as much success with. There is a splendid field for electric cooking devices in this territory and by going after those people I have sold refrigerators to I ought to get a bunch of ranges out in record time."

Most of the approved oil-burner selling methods are employed: personal contact with a large group of their present customers; printed list of customer's using oil-burner; adequate demonstration facilities, advertising.

"We fit right into this specialty appliance picture," says Van Benschoten "our experience both both sales and service of automobiles, is in many ways comparable to that required to merchandise the higher-priced electrical devices. After all a refrigerator, range or oil-burner is just as much, even more, a piece of home equipment as an automobile.

"Some say you can't compare electrical specialties to the automobile business because of the pride factor that enters into the purchase of a car. But its time we realized that the housewife is just as proud of a new electrical refrigerator in her kitchen as the husband is of the auto. A great many sales are being made on no more practical basis than the fact that Mrs. Jones has a beautiful new mechanical refrigerator. Everybody is doing it—and refrigeration sales are jumping as a result.

"That's why we're in business."

## *Volume \$1,000,000* (Continued from page 51)

In special sales the only concession allowed the customer as a rule at the J. L. Hudson Company is a reduction in down payments, and a slight extension of terms. \$10 down usually takes a washer and an ironer, and approximately 10 per cent on any other appliance. First payments as low as \$2 or \$3 are customary for cleaners.

"Appliance merchandising" said Manager Ogden, "must of necessity follow fairly orthodox lines. Hudson's cannot have an array of door to door men out soliciting business on specialty devices. On the other hand we have the advantage of continual store traffic on which we capitalize by so devising our displays of merchandise as to attract attention wherever possible.

"Salesmen are paid on a basis of commission against a drawing account, and as most of them have been here over periods ranging from three to seven years, it is a fairly accurate indication that they are in position to make comfortable earnings from their activities on the floor.

"As for the rest, we advertise fairly extensively, run special sales, follow up floor demonstrations and have acquired a reputation for satisfaction in service operation of the appliances we sell. Our principal argument rests on the fact that when a customer wants almost any type of electrical device, he may find it in our Appliance Shops."

## *Get the Last Payment* (Continued from page 53)

He looked at me with a half smile on his face, and he made out a check for the installment.

"The next two or three payments came through all right, and then he slipped up again. When I went around to his house the next time, however, I found that he had skipped, radio and all. I made several inquiries in the neighborhood though, and soon got a lead on his new address, which was more than an hour's drive from Birmingham. The next day I presented myself duly at his new place, but could see no radio. 'Where is the set?' I asked. 'I gave it to my mother,' he replied. And that is all I could get out of him. He wouldn't tell me where she lived. By dint of further inquiries, however, I finally located her, and explained that I would have to take the radio set back, as the last two pay-

ments had not yet been made. She was loath to part with it, however, and before I left I had the check for the concluding payments."

### GOOD PSYCHOLOGY

This is only a single instance of the tenacity with which Mr. Leonard follows up his collections. Another favorite device of his, when a customer has become exceedingly backward in his installments, is to employ the credit bureau automobile, the windows of which are boldly lettered with the name of the bureau. When this car is parked two or three times in front of the customer's house in full view of the neighbors, it has a psychological effect which does wonders to bring in the remaining payments.

## Variety v/s Profits

### Vignettes on Distribution No. 3

To make a profit in merchandising, a suitable rate of annual turnover must be maintained. Slow-moving items in any line of merchandising are like barnacles that retard progress. Capital, tied up uselessly, eats up profits. But if to the slow-moving item is added a large assortment of NON-moving items, then there is likely to be trouble ahead.

Such was the case with an electrical dealer in one of our large cities. He wanted to find out why he was constantly losing money. An analysis of his business performance gave the answer. His records showed a three-time turnover. And what a lot of "barnacles" he had been dragging through the years. For instance, he carried in stock 30 varieties of percolators. Yet 60 per cent of his percolator business was done on just 6 items. One-half of the 30 varieties showed no sales in a year. Seventy per cent of the toaster sales involved only 2 brands, while 15 varieties were carried in stock. Similarly, 4 brands represented 70 per cent of the iron sales, while 20 were carried in stock.

Altogether too many brands, too many styles, too many varieties. A general clean-up undertaken six months ago has shown gratifying results.

The turnover is already at the rate of four times per year and profits are better on a smaller investment.

Study your line and then have a house-cleaning.

### Chain Store Blues

THE anti-chain movement may rival Prohibition as a campaign issue in the next election. Already candidates for public office are being requested to place themselves on record as being pro or anti-chain.

W. K. Henderson, the belligerent and much-publicized announcer of the "Hello World" Station WKWH, Shreveport, La., is probably more surprised than anybody else at the amazing response which his initial tirade against the chains has brought forth.

Suffice to say, by the latest count there were 260 organizations in 35 states set up to spread anti-chain propaganda. Much of this opposition, it is rudely suggested, has not entered the lists against "the great chain menace" for entirely disinterested reasons. There have even been some vague charges of "racketeering" implied.

## As the

But at any rate, the movement is becoming stronger day by day.

It so happens, of course, that we in the electrical industry can sit on the side lines and watch the little war with some complacency.

In the grocery and drug fields where the chains have made their greatest strides and have entrenched themselves in the strongest positions, the chain question is of vital importance. But in the appliance business, the chain, with the exception of the type of competition afforded by Sears Roebuck and Montgomery Ward, has been but a negligible factor.

But even the fact that these mail order houses sell washers, cleaners, and radio at some considerable price reductions has not meant that they have been taking any great part of our business. They do no outside selling, and make no special effort to go after sales beyond the display of the merchandise. In addition, the mail-order houses have announced that they will open no new stores this year. All is not gravy.

But the chain store battle, whatever the outcome, is not without significance to the electrical industry. The battle will do all small merchants a lot of good. The stiff competition provided by the chain stores has erased more than one weakness in the retailing structure, by penalizing shiftless methods and merchandising inefficiencies. Competition—and to the death—has sometimes proved a lifesaver. We are not at all confident that the chain is doomed. If, however, it becomes of decreased merchandising importance, then it may be feared that the small independent will once more let the dead flies clutter the window, the merchandise gather dust on the shelves, and he will sit back with a complacent "Well, business ain't so bad!"

### She Wants "Collored" Fixtures

THE following letter was sent in by L. P. Moore, contractor-dealer, Wilmington, Delaware. He says it's typical:

Sir it is no use you trying hold me to that House which it has onley plane wite ficktures in the bathe room i told you collored ficktures or nothing and it is no good you calling it Ivery like that for Ivery dont make no more then just plane wite and what i call collored is blue green or may be pink which is more be comeing collar and it is collored fickture i got to have in my House and i wont take nothing less in the bathe room then collored ficktures so if you wont put collored ficktures in the bathe room you no what you can do Sincerely your

Mrs. j. Beckus

p.s. enny body can have Ivery which it is plane wite but i told you collored ficktures first and foremost pink so i want my depossit back without collored ficktures.



# Editors See It

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## *The Poor Independent*

THOSE who, upon the slightest encouragement, are prone to shed salty tears over the plight of the independent merchant, might do well to bend their gaze upon the following figures derived from the latest investigation of the Department of Commerce:

Of \$41,000,000,000 worth of goods sold at retail annually, the independent store handles approximately 61 per cent or \$25,000,000,000; the department stores come second with 16 per cent or \$6,500,000,000; chain stores are third with 15 per cent and mail order houses fourth with 3.8 per cent. The remainder, amounting to two per cent is made up of house-to-house specialty selling.

Just as long as the independent retailer continues to offer sound merchandise, supply worth-while service and institute increased economies in his own operation, the volume figures will continue to reveal him doing the lion's share of selling.

## *Legal Price Maintenance*

A NEW recipe for legalizing resale price maintenance is offered by the consent decree approved by the Federal District Court of Delaware enjoining distributors from advertising and selling Weed anti-skid chains at prices less than the "normal" retail list prices. Thus the consent decree, protected from appeal by its very nature, becomes a legal device for overcoming legal barriers to effective resale price maintenance that, if widely adopted, would eliminate the necessity for enactment of legislation, such as the Capper-Kelly bill, to protect manufacturers of trade-marked merchandise from price-cutting.

If this expedient works—and trade association attorneys do not see why it shouldn't—any manufacturer interested in maintaining the resale price of his product has only to arrange with some distributor to act as defendant and consent to a decree providing that he must abide by the desired resale price. Upon entry by the court, the decree then becomes a club over the head of any distributor who may desire to cut under the established price scale.

The Federal Trade Commission has to decide whether another clever device for maintaining suggested resale prices constitutes an unfair method of competition. Under the system invented by Burton Brothers & Company, manufacturers of Burton's Irish poplin, the retailer may sell shirts made from this fabric at any price he sees fit, but if he wishes to use the Burton label that guarantees as well as identifies the goods and in which Burton Brothers retain ownership, he must adhere to the suggested price.

The effect of this system is to attach to the particular device running with the garment a control over price that does not attach to the garment itself. Thus the resale price of any nationally-advertised product could be con-

trolled by attaching the manufacturer's label when by advertising he has created a demand for the trade-marked goods. As there is seldom, if ever, an effort to maintain resale prices on anything but trade-marked goods, the result of the Burton system would be to divide the same commodity into two classes, one trade-marked and covered by resale price maintenance; the other not identified and free in the dealer's control.

Legal objection to resale price maintenance is based on the right of the dealer to do as he sees fit with the property that is his own. The Federal Trade Commission has to determine whether this property right is not interfered with by the manufacturer's claim of retained ownership in the label, the effect of which is to make the dealer an agent in the sale of the label when he is not an agent in the sale of the goods.

## *Off the Air*

THE Laundry Owners' National Association of the United States and Canada have decided to abandon their radio broadcast advertising. This will probably be hailed as good news by washing machine manufacturers and the boys who are trying to convince house-wives of the many virtues of the home laundry.

But these commercial laundry people aren't missing many guesses. They have given radio a tryout for 26 weeks and spent a large wad of money on the effort. They have turned it down now because there was a lot of adverse comment from listeners who didn't like his evening jazz disturbed by publicity messages—no matter how much good they were going to do him.

Advertising the commercial laundry will be concentrated in magazines, chiefly, from now on.

## *The Radio Merger*

THERE have been plenty of rumors floating around about the taking over of R.C.A. by General Electric and Westinghouse. In reality, little change would be made by the proposed move. General Electric and Westinghouse merely turn over to R.C.A. such foundation patents as they control in the radio industry and, in exchange, R.C.A. turns over to these two companies 51 per cent of its common stock, three fifths to G.E. and two-fifths to Westinghouse. The two electrical companies let go their holdings in a number of smaller radio companies and merely assume the position of parent to the R.C.A. company.

It would seem, on the face of things, to simplify matters enormously. It puts all the radio business under one roof, and enables the two master electric companies to concentrate on their own particular business in so far as manufacturing is concerned. Everybody seems happy but Senator Dill and the Department of Justice who are doing a little investigating on "the new radio trust."



# New Merchandise

*A Review of the New Appliances that have recently appeared on the Market*

## VelvetSkin Patter

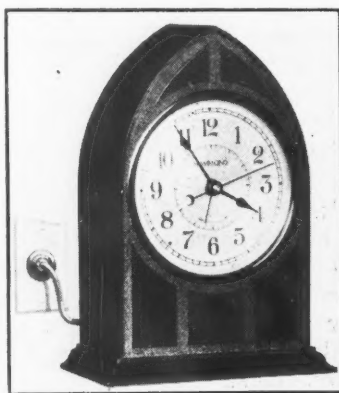
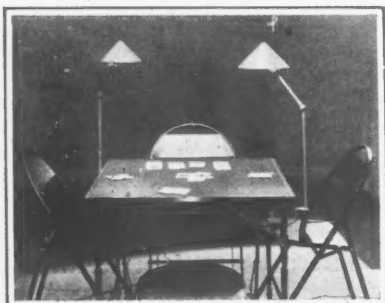
Leading beauty specialists and cosmeticians for years have been advocating gentle application of cosmetics with the "patting" or "tapping" methods. Great emphasis has been placed on the necessity of working facial creams and lotions into the pores without rubbing or severe manipulation of delicate skin textures.

To fill this need the Connecticut Telephone & Electric Corporation, Meriden, Conn., has brought out its "VelvetSkin Patter." This ingenious new device is designed to reproduce finger patter mechanically and with a few moments' application to do the work that would take a long period of time and fatiguing labor by hand. The instrument consists of two strips of metal about 3 in. long, projecting from an attractively-finished case of high quality insulating material in popular colors. On the ends of the projecting strips are two pads of about the same size as human finger tips. These pads are made to alternately and gently pat or tap the skin at a rate of more than 100 strokes per second.—*Electrical Merchandising*, May, 1930.



## Twin Bridge Lights

Something new in bridge table lighting is offered by the Melodelite Corporation, 130 West 42nd Street, New York City, in its "Ace-Hi" twin bridge lights pictured. These lights come in pairs and fasten to alternate legs of the table. They are adjustable so that they cast an even light over the table, without glare. The finish is green, red or black and the intended retail price, per pair, is \$6.—*Electrical Merchandising*, May, 1930.



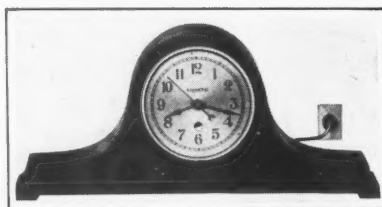
## New Hammond Clocks

An electric alarm clock is one of the new models of electric clock now being offered by the Hammond Clock Company, 4115 Ravenswood Avenue, Chicago, Ill.

The alarm model is housed in the "Ravenswood" case. The alarm is set at the desired time once and a flip of the switch at bedtime is the only requirement for continued operation of the alarm feature. The alarm continues to sound for a period of about forty minutes unless shut off.

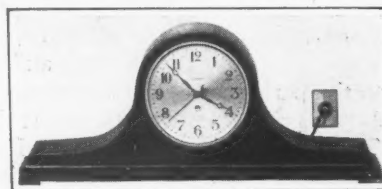
The case is 7 in. high and is made of brown bakelite. The dial, 3½ in. in diameter, is of spun silver finish with clear black numerals. The intended retail price of this alarm model is \$12.50.

Two new Tambour models are also being offered. The "Arlington" is 12½ in. wide and 5½ in. high, in solid mahogany case. Spun silver finish dial 3½ in. in diam. The intended retail price is \$14.50.



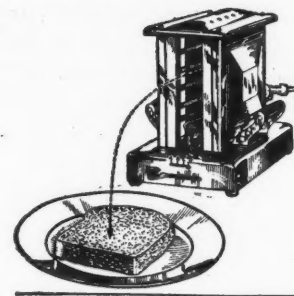
The "Berkeley" Tambour clock is somewhat larger than the "Arlington," having case of brown mahogany finish, 19 in. wide and 7½ in. high. The spun silver finish dial is 5½ in. in diam. Both Tambour models have convex crystal and highly polished bezel ring. The intended retail price of the "Berkeley" is \$17.50.

White, blue, green, yellow or brown finish is offered in the new wall kitchen clock which is 8½ in. wide and has 5½ in. dial. Its intended retail price is \$9.75.—*Electrical Merchandising*, May, 1930.



## Superlectric Automatic Toaster

Actual placing of the finished toast upon the plate is a feature provided by the No. 757 Superlectric Automatic Toast Server of the Superior Electric Products Corporation, 1300-1310 South Thirteenth Street, St. Louis, Mo. The toaster is 7 in. high, 9 in. long and 5 in. wide and may be had with nickel or chromium finish. It has rubberoid handles and feet. Manufacturer guarantees this new toaster for one year. The intended retail price is \$6.75 in nickel, \$7.75 in chromium.—*Electrical Merchandising*, May, 1930.

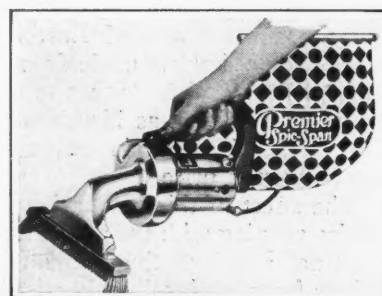


## Special Spic-Span Brush

For billiard and pool table cleaning the Premier Vacuum Cleaner Company, 1734 Ivanhoe Road, Cleveland, Ohio, has brought out a new special brush for use with the "Spic-Span" hand cleaner.

The brush is fastened to the nozzle of the cleaner in the same manner as the regular brush. The same screws which are used to hold the regular brush hold this special brush firmly in position by means of two plated steel brackets. The tufts at the extreme end of the brush are considerably longer than those through the center and are set at an angle not perpendicular to the back of the brush, so that when the brush is pressed against the surface being cleaned these end tufts will spread out, away from the center of the brush.

When the cleaner is used on a pool table, these long end tufts spread readily and reach under the sloped edges of the table, enabling the operator to clean every inch of the felt on the table thoroughly and efficiently. The intended retail price of the "Spic-Span" with the special brush, is \$15.50; with deodorizer and blower accessory and special brush, \$16.50.—*Electrical Merchandising*, May, 1930.



## New Electrical Merchandise

### Brady Daylite Adapter

Eye comfort in the home can easily be obtained from any bridge lamp by equipping it with one of the Daylite adapters developed by the Brady Manufacturing Company, 565 East Larned Street, Detroit, Mich.

The daylight effect, achieved by the use of this adapter, is produced, it is explained, by the combination of two patented Daylite lenses. The first filters out the injurious red, yellow and orange rays of the ordinary electric light and the second, a scientific refracting lens, transforms the filtered light into a pure white daylight light which is claimed to be of the correct reading intensity.

Adapter No. 2 is a compact unit, that can be screwed readily into any bridge lamp shade in place of the ordinary lamp. This adapter is made with sturdy bakelite frame and has translucent opaline glass inserts. It is listed at \$7.50.

Another type of adapter is model No. 1, of opaque brown mahogany bakelite. This adapter is designed for use in a desk or drop fixture or wherever concentrated illumination is required. This adapter is intended to retail at \$6.

—*Electrical Merchandising*, May, 1930.



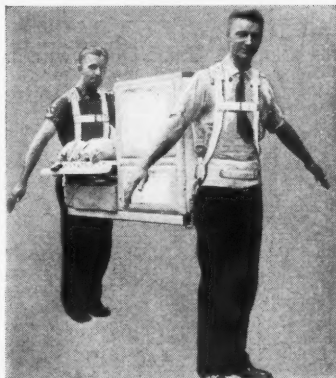
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### Muvafast Safety Belt

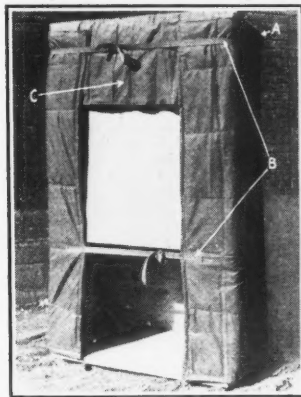
A safety belt for lifting and carrying heavy objects which leaves both hands free, is the product of the Muvafast Company, Inc., 46 Paris Street, Newark, N. J.

This lifting device consists of specially made vests which slip on over the shoulders. The belt is intended to prevent injuries to the wearers by enabling them to open doors and turn sharp corners without slipping and straining. With slings, the manufacturer points out, heavy objects like electric refrigerators can be lifted and carried more safely and more easily. The webbing material, of which the belt is made, is tested to withstand without breaking pulls of 754 lbs. horizontally and 760 lb. vertically. The metal parts are made of drop forged steel.

—*Electrical Merchandising*, May, 1930.



*Electrical Merchandising*, May, 1930



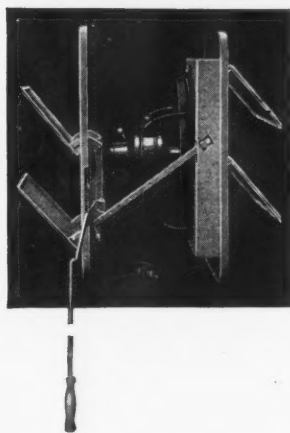
### Fits-Em-All Moving Covers

For protection and easy handling of refrigerators, the Lansing Sales Company, 24 Harvard Street, Boston, Mass., has designed its "Fits-Em-All" refrigerator cover. Only two sizes of cover are required for all standard makes of refrigerator. Cover No. 1 fits all cabinets ranging from 26 to 36 in. wide and up to 60 in. in height. No. 2 cover fits all cabinets ranging from 36 in. to 48 in. in width and up to 65 in. in height.

These covers have top flap securely sewed across front top edge, as shown by "A" on the accompanying illustration; binding straps with buckle, shown by "B", securely hold top flap and sides of cover in place. Top flap, "C", projecting 12 in. over sides and back of cabinet, is tucked in under cover at top. The outer covering is of heavy brown canvas, lined with soft fleece material. Lifting harnesses are made with 3-ply webbing. The intended retail price of No. 1, without lifting harness, \$9.50; with harness, \$14.75. No. 2, \$10.25 and \$15.75.

—*Electrical Merchandising*, May, 1930.

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### Emerson Ventilating Fan Wall Box

For the built-in or permanently-installed type of ventilating fan the Emerson Electric Manufacturing Company, St. Louis, Mo., is introducing its new wall box, adjustable for walls 10 in. to 15 in. in thickness.

The box consists of two pressed steel panels, one inside and one outside—and the fan, a standard 12-in., 6-blade fan, finished in French gray Duco. The operating handle, when pulled down, opens both sets of doors and operates the fan switch, putting the fan into operation. When the handle is pushed up the doors close and the fan is stopped.

—*Electrical Merchandising*, May, 1930.

### Multi-Cold Frigidaires

Five types of controlled refrigeration within a single cabinet is the latest development in household refrigeration by the Frigidaire Corporation, Dayton, Ohio. These five types of refrigeration are: Normal dry cold for the storage of perishable foods; moist cold, in twin hydrators, for preserving or restoring vegetables and salad materials; below normal cold, for safe, dry storage of milk and beverages; below freezing cold, in a frozen storage compartment, for the long storage of ice cubes, frozen foods, desserts and ice cream; and extreme cold for the quick freezing of ice and desserts. This new Multi-Cold refrigerator the company announces, is a complete, self-contained, storage plant for the home.

Illustrated is model Mc-9, with a storage capacity of approximately 9 cu.ft. Its intended retail price is \$475, f.o.b. Dayton.—*Electrical Merchandising*, May, 1930.



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### Hoover 575 Cleaner

As a companion cleaner to Model 725, the Hoover Company, North Canton, Ohio, recently announced its new Model 575 which replaces Model 543 as the lower-priced machine for home use. The Hoover line now consists of Models 725 and 575 designed for use in average homes, Model 972 for use in places having large areas of heavy-pile carpeting to clean and the Hoover Duster, Model 200.

The new cleaner, 575, incorporates a number of features, chief among them being a ball-bearing motor. Outwardly the machine resembles discontinued Model 543, having a main casting of satin-finished aluminum, with the motor casing finished in black enamel. The handle of tube steel with curved grip and trigger switch and the cloth bag of 2 ply Ronca weave are those which were standard equipment on 543. Optional equipment is the pulp-felt Hygienisac.

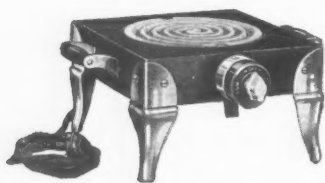
The new machine, 575, as did its predecessor Model 543, retails for \$63.50, with Dusting Tools also at the old price of \$12.50.

—*Electrical Merchandising*, May, 1930.





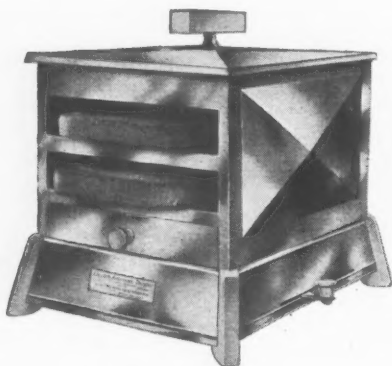
## New Electrical Merchandise



### Universal Table Ranges

Four models of table range are being offered by Landers, Frary & Clark, New Britain, Conn.—a single unit and a double unit model with three-heat control and the same types of range with single-heat control.

In No. E9950, the two-burner range with three-heat reversible switch, each burner has a rating of 660 watts; No. E9951, a two-burner two-heat model, each burner when operating separately, is rated at 600 watts. In this model, the maximum capacity of the outlet 1,200 watts, can be turned into the left unit. Intended retail price of E9950, 3-heat model \$8.95; E9951, two-heat range \$9.95; Single-unit model, with three-heat switch, rated at 1200 watts high heat, retails at \$5.50; E9961, one-heat, one-burner model, rated at 600 watts, \$3.50. The finish of all models is gloss black baked enamel with nickel plated steel legs.—*Electrical Merchandising*, May, 1930.



### Electro Automatic Toaster

The Electro Manufacturing Co. of America, 32nd and Arch Streets, Philadelphia, Pa., has just announced its new two slice automatic toaster. Two slices of bread are toasted on both sides at once. The toast is automatically ejected when done, and the current shuts off automatically. Due to the absence of all intricate mechanisms such as clocks, etc., the toaster operates silently. It is 6 inches high, 8½ inches long, and 6 inches wide, equipped with six feet of silk-covered asbestos heater cord, and comes packed in individual cartons suitable for reshipping. The finish is chromium plated with a contrasting color trim of black, Nile green or Chinese red.

The suggested list price of this new toaster is \$9.75.—*Electrical Merchandising*, May, 1930.

### Matthews Fuse Puller

Made of high dielectric horn fiber, the new "Matthews" No. 1158 fuse puller of the W. N. Matthews Corporation, St. Louis, Mo., is easy to manipulate and is designed to grip firmly with little pressure.

This tool was designed primarily for use in removing cartridges from Matthews Fuswitches but has quickly come into demand for pulling and replacing cartridge type fuses from panel boards, opening or closing fuse switches which have cartridge mounted on the door and many other uses where the operator needs a safe insulated tool.—*Electrical Merchandising*, May, 1930.

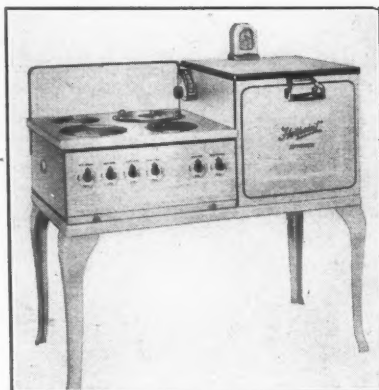
### Five New Hotpoint Ranges

As a new low-priced line of ranges, the Edison General Electric Appliance Company, Inc., 5600 West Taylor Street, Chicago, has brought out five new "Hi-Speed" ranges, an addition to its regular line of ranges.

Models RA36 and 34 are three-burner models, and are similar in size with the exception of the oven, that of RA36 being 16 in. wide x 14 in. high x 18 in. deep and that of RA36 having oven 14 in. wide.

Models RA48 and 46 are also three-burner models but are equipped with "Thrifty" cooker. The oven of RA48 measures 18 in. x 14 in. x 18 in. and that of RA46, 16 in. wide. The four ranges described are equipped with automatic heat control, have spacious ovens lined in Royal Blue porcelain, reversible switches and convenience outlet. Automatic oven timer may be had at slight additional cost. The finish of these ranges is white porcelain with black trim and chrome plate bright parts.

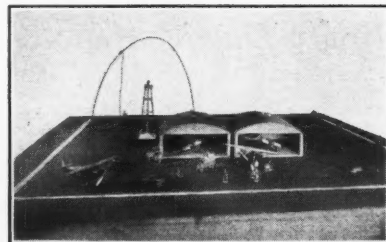
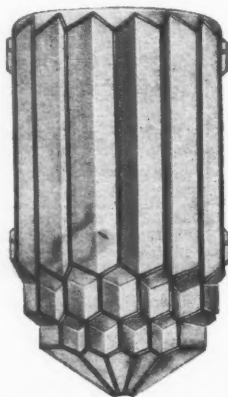
For a good price leader, Model R34 has been developed. This range is finished in velvet black japan and white porcelain enamel. It is less pretentious in appearance than the four other models but has all the features and sturdy construction, says the manufacturer, of other "Hotpoint" ranges. It is equipped with three open coil units. A "Thrifty" cooker cannot be added to this model nor can the automatic timer be used with it. No list prices are given on these five new ranges.—*Electrical Merchandising*, May, 1930.



### Kopp Wall Light

One of the latest additions to the Modernistic units in prismatic design, of Kopp Glass, Inc., Swissvale, Pa., is the No. 56 wall light illustrated.

This unit is offered in a number of designs to match central lighting units and in other decorative effects as well including crystal roughed inside, crystal etched, clear stripe, Havana roughed inside and etched clear stripe, crystal etched, and Nicco with black lines or decorated roses. The glass is 9½ in. x 5½ in., 4½ in. deep.—*Electrical Merchandising*, May, 1930.



### Electric Toy Aeroplane and Beacon

Taking off from the floor just as a plane takes off from the airdrome and soaring around the hangar at the will of the operator is a new electric toy aeroplane, marketed by Hatheway & Company, Inc., 225 Varick Street, New York City.

The aeroplane is operated from the lighting circuit on either alternating or direct current, using either a resistance unit or a toy transformer to cut down the house line voltage. The plane is of course, not arranged to land or take off from the floor.

A toy dirigible 20 in. in length, is also offered. Like the plane, the dirigible is equipped with a powerful "Aerco" electric motor which operates an aluminum propeller on the nose of the dirigible. It is also equipped with five small propellers which revolve when the dirigible is in motion.

Among the field accessories is a revolving beacon, operating, it is explained, on an entirely new principle, utilizing the pulsations of the alternating current to turn it. The beacon cannot be used on d.c. current. A field marker light, an exact replica of that produced by a famous manufacturer, is another item in this toy line.

The intended price of the plane with Rittenhouse 50-watt Junior transformer, \$9; with hangar, \$15.50; dirigible with transformer, \$10; with hangar, \$16.50; a De Luxe aeroplane with 50-watt transformer, \$13; with hangar and 100-watt Senior toy transformer, \$24.50. Revolving beacon, \$5; field marker light, \$1.65.—*Electrical Merchandising*, May, 1930.



### Universal Tip-Up Irons

Two new household irons of the tip-up type have been announced by Landers, Frary & Clark, New Britain, Conn. No. E9709 is a 6½-lb. iron of wrinkle-proof construction. It has special round heel, tapered point and finely beveled edges to enable it to iron backward and sideways as easily as forward, without wrinkling the fabric. It has ebonized mahogany handle and is finished in nickel. Rated at 580 watts.

No. E9770 is a 6-lb. iron with large ironing surface and heat-storage capacity. Nickel finish. 580 watts.—*Electrical Merchandising*, May, 1930.

### Vibro-Shave Electric Razor

The "Vibro-Shave" electric razor in a new chromium-plated "Dictator" model with handsome Durez handle, is being marketed by the Electric Razor Corporation, 522 Fifth Avenue, New York City. Complete with blades, cord and plug, the razor is listed at \$5.—*Electrical Merchandising*, May, 1930.



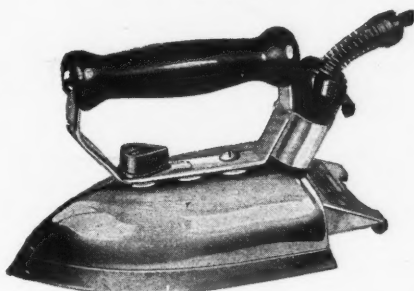
## New Electrical Merchandise



### Mirro Percolator

A new electric percolator of the cold water type has just been announced by the makers of Mirro Aluminum utensils, Aluminum Goods Mfg. Co., Manitowoc, Wis. This new pot is valveless with a double walled retaining pump which fits snugly over an emersion heating unit. It is simple in construction and easy to clean. The double walls of the pump insulate the water surrounding the element from the balance in the pot, which it is claimed insures practically instantaneous and rapid percolation with a low current consumption of only 350 watts. The element is of first quality nickel-chromium resistance wire. Unusually graceful in shape, the pot is further enhanced by attractive designs on both sides and around the shoulder. It can be had in 1½ qt. and 2 qt. sizes complete with high-grade cord covered with red or green silk.—*Electrical Merchandising*, May, 1930.

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### White Cross Automatic Iron

The National Stamping & Electric Works, 3212 West Lake Street, Chicago, is bringing out a new No. 249 automatic iron. It may be set for high or low heat, by means of a dial button, an automatic thermostat maintaining the temperature desired.

The iron may be had in nickel finish to retail at \$6 and in chromium finish, retailing at \$7.—*Electrical Merchandising*, May, 1930.

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### Improvements on Premier Cleaners

Improvements in the Premier Duplex, Model 53, and the Premier Junior, Model 74, cleaners have been announced by the Premier Vacuum Cleaner Company, Cleveland, Ohio.

In these two cleaners, high grade steel tubing has now supplanted the aluminum tubing formerly used in the construction of the handles and in place of nickel plating a heavy chromium plating is now being employed. These new chromium-plated steel handles are said to be more than three times stronger and the finish not only more attractive but far more durable and rust-resisting.—*Electrical Merchandising*, May, 1930.

*Electrical Merchandising*, May, 1930

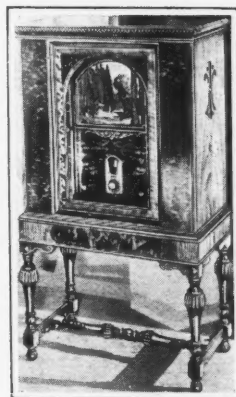
### Philco D.C. Radio Receiver

Under the name of Model 40 a new all-electric screen grid radio for use on direct current of from 95 to 135 volts has been announced by the Philadelphia Storage Battery Company, Philadelphia, Pa.

This new set has a circuit using six tubes; three 24 screen grid tubes, one 27 tube and two 171-A tubes. The tubes are standard, the same as those used in the Philco A.C. receiver. An increased number of broadcasting stations can be tuned in as compared to most A.C. receivers the manufacturer explains, as the sensitivity is practically as great at the low frequency end of the scale as it is at the high.

The double tuned input circuit and a four gang condenser, together with advanced radio frequency coil design, make possible great selectivity equalling that of other Philco models. A screen grid tube is used for the biased detector.

This new receiver will be available in three cabinet models: Highboy, Highboy DeLux and Tudor. The complete receiver has been approved by the Underwriters Laboratories.—*Electrical Merchandising*, May, 1930.



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### Hubbell Convenience Outlet

Several revolutionary features, Harvey Hubbell, Inc., Bridgeport, Conn., announces, are incorporated in the new Hubbell convenience outlet.

This new outlet has bakelite face of modernistic design and unique slot-finders, by means of which blades find their slots automatically and quickly and groping is eliminated.

Another feature is the solid composition base, moisture proof, eliminating the fibre back objectionable under certain conditions. Better wiring and insulating facilities, too, are incorporated in this new wiring device.—*Electrical Merchandising*, May, 1930.



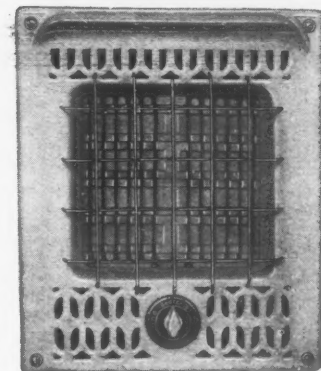
### Monarch Water Heater

"Monarch" electric water heaters are offered in two types,—the storage tank shown here and the circulating type to be used in conjunction with present tank equipment.

The storage tank heater illustrated is an innovation in construction and design, its cabinet feature making it possible and practical for installation in the kitchen, thus placing the hot water supply adjacent to the sink, where hot water is required most often during the day. The cabinet design also increases the efficiency of the heater, the manufacturer points out, as the heavy 3-in. blanket insulation used around the tank is also packed to fill the corners of the metal outer casing, thus increasing the insulation, it is claimed, 50 per cent.

The cabinets are attractively finished in Duco enamels in standard "Monarch" range colors. Malleable Iron Range Company, Beaver Dam, Wis.—*Electrical Merchandising*, May, 1930.

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### Universal Heater

Landers, Frary & Clark, New Britain, Conn., is announcing among its new products, a wall insert heater.

The heater is made in capacities of 2000 watts maximum high (1000 watts medium and 500 watts low) and 1350 watts maximum high (600 medium and 300 low). The heater has white porcelain enamel finish and measures 15½ in. x 18½ in. The intended retail price of E9990, the 2000-watt model is \$20; No. E9991, \$18.50.—*Electrical Merchandising*, May, 1930.

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### Eagle Sun Lamp

The Eagle Electric Manufacturing Company, Inc., 59-79 Hall Street, Brooklyn, N. Y., is bringing out a new sun lamp, catalogued as No. 373 "Sun Lamp." The lamp is sturdily constructed, the announcement reads, with a heavy base finished in dull antique silver. The bowl and door are chromium plated inside and out. Sun Tan carbons are used. The intended retail price is \$15.—*Electrical Merchandising*, May, 1930.

## New Electrical Merchandise



### Burroughs Electric Adding Machine

Announcement has been made by the Burroughs Adding Machine Company, Detroit, Mich., of the adaptation of electricity to the Burroughs portable adding machine.

The machine's original proportions are maintained as the motor is built into the mechanism without enlargement of the case. The motor is made for operation from any outlet, a.c. or d.c., on any voltage and range of cycles.—*Electrical Merchandising*, May, 1930.



### Fan-O-Zone Fan and Ozonator

To bring the freshness of the mountains and seashore into the rooms in which we live, a new air purifying device, the "Fan-O-Zone," has been brought out by the Wellington J. Smith Company, 1105 Chester Avenue, Cleveland, Ohio.

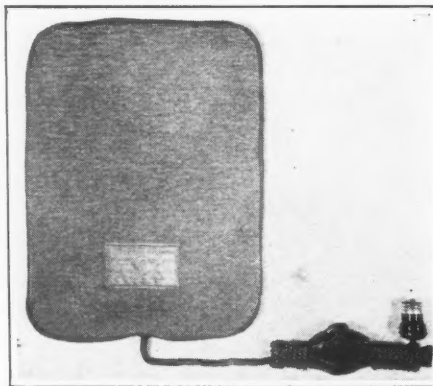
The "Fan-O-Zone," as its name implies, is a combination fan and ozone unit. The fan carries the ozone into contact with every object in the room. By the cooling action of the fan the efficiency of the electrode in converting oxygen to ozone is greatly increased.

By synchronized fan and ozone action, a weak or strong concentration of ozone, a gentle air action that barely circulates the ozone or a strong agitation of the air may be had. All models are not supplied with this synchronized control, since such flexibility is not always needed or desired. But in all models the fan and ozonating device are separately controlled so that the fan may be used without the ozone or the ozone without the fan or both together.

Several models of "Fan-O-Zone" are offered.—the "Senorita," with 6½ in. fan, retailing at \$34; the "Major," illustrated, with 9 in. fan and 3-speeds, \$54; the "Major," with single speed, \$45; "Big Jim," with 16-in. fan, 3-speeds, \$75; "Breezy Bill," with 12-in. fan, 3-speeds, \$65; "Fanny Ozonator," with 6½ in. fan, \$35; "Little Tim," with 6½ in. fan, \$28.50; and "Little Oscar," with 8-in. oscillating fan, \$38.50.—*Electrical Merchandising*, May, 1930.

### Kelvin Heating Pad

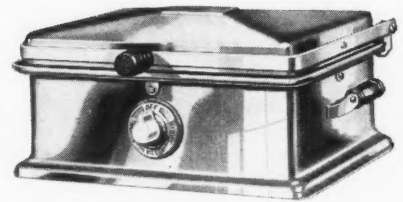
Features a heating element designed into a symmetrical grid which accounts for its uniformity of heating surface. It is made by the Kelvin Engineering Company, 106 Front St., New York City, and is so constructed that every foot section of heating element is secured to the pad and insulated from every other foot section, to insure against short circuits and to produce a uniform heating surface. It has three heats, high, low and medium, and can be had in tan, gray and pastel shades of green and blue plain or ripple eiderdown, finished around the edge with silk of matching colors. The cord is made of high grade 16 strand conductor. The switch and plug are of genuine bakelite in contrasting colors. The pad is also equipped with a sanitary washable slip. The intended retail price is \$5.95.—*Electrical Merchandising*, May, 1930.



### Standard Water Heater

Of storage type and automatic in operation is the new No. 2618 water heater of the Standard Electric Stove Company, Toledo, Ohio. The heater is of 18 gal. capacity and comes ready for attachment to the cold water inlet and hot water line. It is thoroughly insulated to prevent heat loss. The hot water line has a trap to prevent circulation loss.

The automatic thermostat turns off the current when the tank is filled. When hot water is drawn, the current is automatically turned on and replenishes the hot water supply. The heater is fitted with pilot light and clock plug. By means of this clock, which is optional and may be added at any future time, the heater can be put into operation at any future predetermined time within 20 hours and off at any later time within the same period. The wattage of the heater is 1600 or 2000, the size 20 in. x 57 in. and the finish Navy gray.—*Electrical Merchandising*, May, 1930.

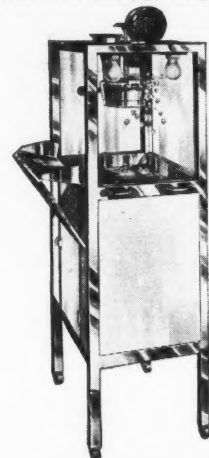


### Star Grill and Corn Popper

Three sizes of "Quik-Serv" grill are made by the Star Manufacturing Company, 4569 Swan Avenue, St. Louis, Mo.,—one size for use in the home and two larger sizes for restaurants, soda fountains, lunch stands and the like.

The "Quik-Serv" is a double grill, serving as a bread and sandwich toaster and for cooking of ham, bacon and eggs, steaks and even small roasts. In this grill, an upright bar gives positive adjustment of the top grid to any desired level. The grids are of heavy cast aluminum with frame top and base of pressed steel, chromium plated. Circular "Chromalox" elements are used. The domestic grill has a total cooking surface of 183 sq.in. The consumption is 660 watts and the intended retail price of this home model is \$22.50.

The "Proffit" popcorn machine is an all-electric cabinet model which has been redesigned with a new cast aluminum kettle which increases the capacity as well as facilitates the popping process. This new model is simple in construction, a motor mounted on top of the machine in the corn agitator within the kettle being the only moving mechanism. The finish is white enamel. The machine is wired for two electric lights for display and a warmer underneath the corn receptacle. The intended price is \$123.—*Electrical Merchandising*, May, 1930.



### Sentinel Security Boxes with Electric Alarm

To safeguard valuables against theft and fire, a "Sentinel" security box in a choice of sizes and types is offered by the Steel Products Company, Inc., Kansas City, Mo. All models are burglar-proof, being equipped with self-contained electric circuit connecting alarm gong with a strong battery.

The boxes are built of cold rolled steel, with built-in, 5-in., electric gong that is intended to give warning if moved by other than the owner's hands. The alarm sounds until the box is unlocked and the circuit broken from the inside.

There are models for home, office and business use, for banks, bonding houses, contractors, manufacturers and wholesalers and other concerns transporting large deposits, payrolls, valuable merchandise, etc. Weight of the boxes ranges from 10 to 22 lb.—*Electrical Merchandising*, May, 1930.



## New Electrical Merchandise



### Everhot Waf-fil Baker

This new electric Waf-fil Baker is a product of the Swartzbaugh Manufacturing Company, Toledo, Ohio. It rests on a brightly nickel-plated tray, which is part of the iron itself. The cover is conveniently raised through a large molded Durez handle to avoid burning the fingers. The handles are attractively made of a black support piece and a green and white mottled knob. The design of the waffle iron itself is adaptable to other uses than waffles.—*Electrical Merchandising*, May, 1930.

### Adjustable Bridge Lamp

A slight turn of the adjusting screw allows for an extension of 18 in. in height in this new adjustable bridge lamp designed by William R. Noe & Sons, 43-47 East 10th Street, New York City.

The lamp is of Colonial type with a Cape Cod oil base. It is finished in gun metal and polished brass and has the wire completely concealed through the arm and stem, a prominent and desirable feature of this lamp as in many lamps of the adjustable type, the wiring is exposed. The shade is of hand-colored antique design. The intended retail price of this lamp, known as FB 813, is \$22.—*Electrical Merchandising*, May, 1930.



### Conlon Ironer

Models D and F ironer of the Conlon Corporation, 19th Street and 52nd Avenue, Chicago, are furnished both with and without cabinet. They have 26-in. full open-end roll and shoe and both models are fully automatic in operation, same as Model C.

These models differ only with respect that Model D has kitchen table top and cabinet with special process baked on lacquer and Model F is equipped instead with attractive dust-proof rubberized material hood or cover.—*Electrical Merchandising*, May, 1930.



### New Conlon Washers

An outstanding feature of the new Model 100 washer of the Conlon Corporation, 19th Street and 52nd Avenue, Chicago, is a double-wall construction of the tub. This washer has an inner tub of mottled genuine porcelain fused on Armco Ingot iron. This inner tub is armored by an outer annealed steel shell, the double tank providing an air insulation which creates a thermos effect, keeping the water hot 40 per cent longer by test, it is declared, than with ordinary and less expensive single tub construction. The outer annealed steel shell is lacquered in Nyanza green. The machine is equipped with non-rusting cadmium plated pressed steel frame Lovell Pressure Cleanser with 12 in. x 1½ in. semi-soft wringer rolls.

Model 114 has heavily nickel plated and highly polished copper inner tub. This copper tub is armored as in models 129 and 100, by an outer annealed steel shell. It is lacquer finished in light blue. Equipped with non-rusting cadmium plated steel frame Lovell Pressure Cleanser with 12 in. x 2 in. rubber balloon rolls.—*Electrical Merchandising*, May, 1930.



### Clements Motor-Driven Brush Cleaner

A new cleaner, with motor-driven brush and equipped for sanitizing, is being offered by the Clements Manufacturing Company, 601-603 Fulton Street, Chicago.

Some of the features found in this new cleaner are:—An industrial motor with super-suction, a wider nozzle to accommodate a longer brush, a heavy duty "kick" switch eliminating wiring in the handle, suction control adjustment to adapt full power to all nap depths, adjustable handle to accommodate short and tall persons, detachable nozzle for "off-the-floor" and automobile cleaning, tilting and locking device on the handle and oversize wheels for easy gliding over floor coverings.

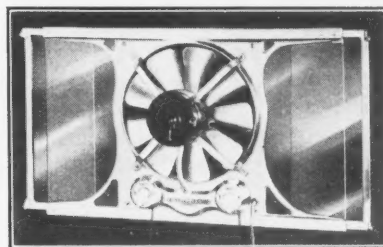
The accessories for this new cleaner include a Carrier handle, sanitizing compound and Sanade Compound dispenser, in addition to the regular cleaning tools. The Carrier handle enables the operator to carry the machine about easily for off-the-floor and auto cleaning. The new sanitizing accessories are used for deodorizing purposes and for repelling moths.

The intended retail price of the cleaner is \$39.50. Completely equipped with accessories \$47.50.—*Electrical Merchandising*, May, 1930.

### Universal Cooker

Landers, Frary & Clark, New Britain, Conn., is bringing out a new "Universal" cooker, No. E9602. The new cooker has two heats,—low, 125 watts and high, 500 watts. The cooking well is 10 in. deep, 6½ in. in diameter.

Three aluminum food containers are provided, two of 1-qt. and one of 2-qt. capacity. Intended retail price, \$10.50.—*Electrical Merchandising*, May, 1930.



### Electrovent Ventilating Fan

For mounting in either upper or lower window the Electrovent Corporation, 5057 Woodward Avenue, Detroit, Mich., has brought out a new ventilating fan with frame of polished aluminum, adjustable to windows of varying widths. The frame has plate glass panels, letting in light in abundance. Panels of white Florentine or tinted glass are optional.

The fan is light in weight and may be carried easily from one room to another. The motor, of special, brushless type construction, is declared to be free from radio interference and service troubles. It operates either forward or backward and has two speeds in both directions, for bringing in fresh air from the outside or forcing out stale air, cooking odors, steam, etc.—*Electrical Merchandising*, May, 1930.

### DeVry Industrial Cinetone

New and rich fields for the use of the new talking movie outfit developed by the Q. R. S.-De Vry Corporation, 333 North Michigan Avenue, Chicago, are pointed out by the company.

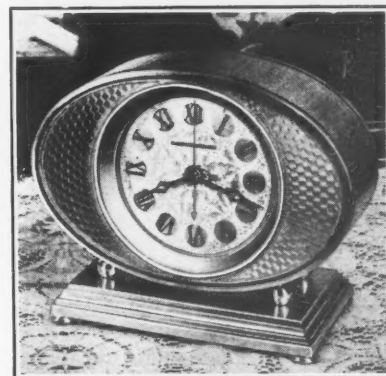
Large, brilliant pictures are possible at 60 ft. and are synchronized with 16-in. record discs which are supplied with a modern amplifier and dynamic speaker unit.—*Electrical Merchandising*, May, 1930.

### Manning-Bowman Clocks

Announcement is made by Manning, Bowman & Company, Meriden, Conn., of a line of electric clocks of the synchronous motor type.

The motor of the new clocks operates at only 225 revolutions per minute, about one-tenth as fast, it is explained, as some synchronous motors. This relatively low rate of speed is intended to insure longer wear and a quieter motor.

Other features of the clocks are the removable motor unit and coil by means of which the mechanism can be easily removed and replaced should repair ever be necessary. The motor requires no cleaning and no oiling as it runs in a sealed bath of oil. The clock does not start automatically after a current interruption.—*Electrical Merchandising*, May, 1930.





## The Small Town Needs—(Continued from page 49)

ances and merchandise. This means that the average family in Waverly bought only a fraction of its electrical merchandise locally. The rest of its electrical equipment last year was bought from neighboring large communities or from the hated mail-order houses in the big cities. Or perhaps the families in Waverly never bought as much as \$41 of electrical appliances last year—the national average—and that's more likely.

**I**N THE three towns of Hamilton, Waverly and Fairview there are today neglected opportunities for electric ironers, ranges, water heaters, electric incubators and brooders and a host of other electrical appliances. Is it the central station's fault for not stepping in and doing a decent merchandising job? Or is it the fault of the dealers who are now in the business of selling appliances but are doing it only in a half-hearted, part-time way?

Radio, now that it is completely electrified, is electrical merchandising. Radio selling in the three towns surveyed was in a lamentable condition. Waverly, it's true, had only one local dealer selling radio, although it had two other stores—a drug store and a hardware dealer stocking radio tubes. But Fairview—well, here are the stores selling radio in Fairview:

- 2 electrical and radio dealers—radio sales of one \$67,000; radio sales of the second, \$15,000.
- 1 radio "dealer" operating from his home—1929 radio sales \$5,100.
- 1 auto supply store run by the local bus-line and movie theater operator—last year's radio sales \$8,570.
- 1 barber who sold radio "to help out my income." He helped out his income by radio sales of \$1,500.
- 1 wood dealer—radio sales in 1929 \$2,625.
- 1 ice dealer—last year sold \$1,050 worth of radio.

Curiously enough, each radio dealer in Fairview told me the 1930 outlook for radio was terrible.

Hamilton boasts of the following radio outlets:

- 1 good electrical-radio store whose last year's radio sales were almost \$9,000.
- 2 garages—last year's radio sales \$2,050 and \$450.
- 1 general store which sold \$1,600 worth of radio last year.
- 1 filling station—sold \$340 worth of radio in 1929.

Fortunately for Hamilton, both garage owners said they were going to cut out radio this year and stick to autos.

Are there too many stores in small towns trying feebly to sell electrical appliances and radio sets? Decidedly! And that's the big thing that's wrong with small town selling in our industry.

What are the other weaknesses in small town electrical selling? Here they are as revealed by a study of these three towns:

Let's take them alphabetically with *Advertising* first. Towns of less than 5,000 population usually can't afford to support a local newspaper, and advertising in newspapers published in neighboring small towns is of questionable value to the electrical dealer because of waste circulation. Did I therefore find a lot of dealers doing direct mail advertising? Mail is an event in the lives of

small town folks, but I found only one dealer doing a systematic mailing campaign among his prospects. He was the same chap who hires a boy to distribute handbills to the homes in town after school closes. He was the dealer who did the largest electrical and radio business in the three towns.

**N**OW for *Collections*. I found the average small town dealer let first names stop him from getting his money as quickly as good business demands. Because he called his customer "Joe" instead of "Mr. Jones," he hesitates to insist upon prompt payment. Small town buyers get courteous but firm collection treatment when they deal in the big city chain stores or mail order houses.

*Displays*. Maybe the small town electrical dealer knows his customers like the homey disorder of the old general store. The chain grocery store next to him disagrees and keeps its establishment neat and attractive. Too many small town dealers are slipshod about show window displays and too lenient with untidy store interiors. Not enough windows get a regular bath and polish. Stock has a tendency to be dumped on counters and shelves rather than to be displayed. Small town folks have the same right to expect attractive displays and efficient service as their big city relatives.

Take the question of *Stock*. Small town dealers apparently need to study the selection of merchandise more carefully. Generally speaking, their stock of electrical appliances are spotty—not enough variety of products and too much duplication in the lines they carry. One dealer had two brands of toasters—a single brand would have been enough. Four or five brands of radio receivers in one store was not unusual. One small dealer carried three brands of radio tubes—all in the same types. Another small town dealer is trying to sell three manufacturers' electric clocks.

**F**INALLY, *Selling*. Small town dealers are a friendly bunch. They have the acquaintance, the respect and the liking of their prospects. But do they get the purchases of the men and women they call by their first names? Do they make an attempt to sell their prospects a cleaner on the first call as do the slick city salesmen, or are they content to wait until Mary Ann Hawkins makes up her mind? Do they aggressively try to turn interest into sales? I think not, because in Waverly a dealer pointed out to me an expressman and said "Two-thirds of his business, I wager, is delivering Montgomery Roebuck goods to folks in this town."

This may be a one-sided picture. The towns surveyed may have been subnormal—I hope they were. Because the 1,100 wired homes in Fairview should have bought \$45,100 worth of electrical merchandise last year. Instead they bought only \$7,790 locally. Hamilton, with its 730 wired homes, should have bought nearly \$30,000 worth of electrical merchandise in 1929—only \$605 was sold by local merchants. And the 425 wired homes in Waverly should have bought \$17,475 worth of electrical goods—the local stores were able to sell only \$1,280.

Small town selling is all wrong when local merchants let their prospects slip away to the bigger cities to buy their electrical needs. The small town merchant has an intimate knowledge of the wants of his community and a friendly relationship with his prospects that should make possible a greater sale of appliances per home than is possible in a metropolis.

# The Firing Line News.

New York

"For the Man at the Sales Front"

May, 1930

## '29 Best Year in General Electric History

First Three Months in '30  
Also Ahead

Nineteen twenty-nine was the best year in the history of the General Electric Company in volume of orders received, shipments billed, total profits and earnings on common stock. Orders received increased 28 per cent, sales bills increased 23 per cent, net income from sales 24.5 per cent and earnings per share on common stock 25 per cent.

Any declines which may have taken place in general business toward the end of 1929 are certainly not reflected in the year's operations of the General Electric Company. Profits available for dividends amounted to \$67,289,880, which is equivalent after dividends on special stock to \$8.97 a share, against \$7.15 a share for 1928. Orders received during the year amounted to \$445,802,519, against \$348,848,512 in 1928. Unfilled orders at the end of the year were \$94,623,000, which is an increase of 30 per cent.

An interesting feature of General Electric's year was the consolidation of manufacture of related products at one place. Substantial expenditures were made for this purpose and the policy has been found to improve service and efficiency and to reduce costs. The report shows that in 1929 the company spent nearly \$20,000,000 on manufacturing plant, and the net book value at which the plant was carried at the end of 1929 is \$49,236,288, or \$1,679,499 more than at the end of 1928.

Orders received by the General Electric Company for the first quarter of 1930 amounted to \$90,397,731, compared with \$101,365,208 for the corresponding three months of last year, Gerard Swope, President of the Company, announced recently at the annual meeting of stockholders.

As a result of the transfer of radio receiving set and tube business, outlined in the 1929 annual report, orders received, sales billed, and net income from sales in 1930 will not include radio sets.

Sales billed for the first three months of 1930 amounted to \$91,205,732.28, compared with \$83,385,015.49 for the corresponding period last year.

## Kilburn, Westinghouse Sales Manager, Resigns

Rugg To Direct Sales Policies

EAST PITTSBURGH, PA. — E. D. Kilburn, vice-president and general sales manager of the Westinghouse Electric & Manufacturing Company, has resigned.

Announcement is also made that W. S. Rugg, vice-president in charge of engineering, will continue to hold the same position and in addition assume control of the sales policies of the company. S. M. Kintner, manager of research engineering, becomes assistant to vice-president Rugg on engineering supervision.

## Ostlund Leaves Westchester Lighting

George Ostlund, who was assistant to the general sales manager of the Westchester Lighting Company, was recently appointed assistant general sales manager of the Consolidated Gas Company of New York. Mr. Ostlund is one of the youngest executives in the Consolidated system. He entered the employ of the Westchester Company as an appliance salesman in April, 1926, after two years of service with the Yonkers Electric Light and Power Company.

## Oil Burner Industry Well Pleased With Its First Consumer Show

Walter F. Tant New President of Association

CHICAGO — Engineers, manufacturers and salesmen who attended the Seventh Annual Convention of the American Oil Burner Association, held at the Hotel Stevens during the week of April 7, carried home a distinct impression that the industry has passed the period of infancy and established itself as an important factor in American business. Reviewing this convention under the three main subjects of production, sales and group co-operation, the high lights are as follows:

Oil burners are approaching standardization. The day of experiments is over. The industry realizes that its success depends upon full automatization and upon the perfection of machinery that will reduce servicing to a minimum.

The convention and the exposition were the first in which the oil companies have taken part. Two Chicago companies had booths at the show and expressed great satisfaction with the results.

Twenty-five thousand persons viewed the Oil Burner Show, of whom about nine hundred, according to a canvass of the exhibitors,

left their names and addresses at the various booths as prospective purchasers.

Officers of the American Oil Burner Association chosen for the ensuing year were:

President—Walter F. Tant, Silent Automatic Corporation, Detroit.

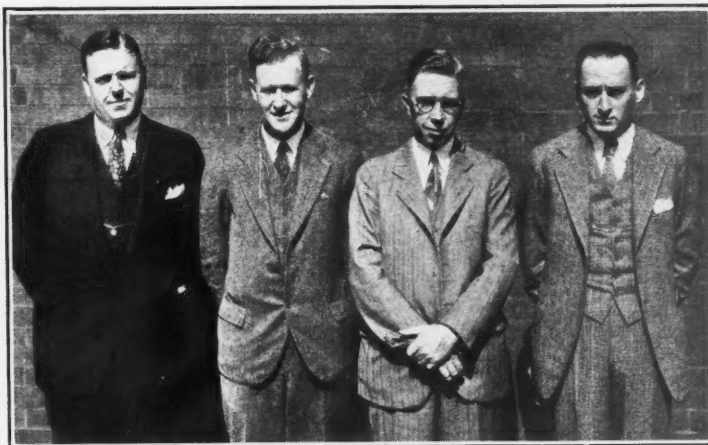
Vice-presidents—H. Finnie, The Timken-Detroit Company, Detroit; W. J. Smith, Cleveland Steel Products Corporation, Cleveland; W. C. McTarnahan, Petroleum Heat & Power Company, New York; J. H. Hirsch, Automatic Burner Corporation, Chicago; W. F. Schroeder, Schroeder & Curry, St. Louis.

Executive Committee—W. F. Tant, E. M. Fleischmann, May Oil Burner Corporation, Baltimore; H. Finnie, J. F. Griswold, Hardinge Brothers, Incorporated, Chicago; Earl Marr, Marr Oil Heat Machine Corporation, Minneapolis.

Directors—E. P. Bailey, National Airoil Burner Company, Philadelphia; R. S. Sherman, Silent Glow Oil Burner Corporation, Hartford; C. H. Chalmers, Chalmers Oil Burner Company, Minneapolis; J. C. Coonley, Jr., Winslow Boiler and Engineering Company, Chicago; L. A. Welch, Hart Oil Burner Corporation, Peoria; W. R. Busch, Electrol Incorporated, St. Louis; J. H. McIlvaine, McIlvaine Burner Corporation, Evanston; William Blake, International Burners Corp., New York; Meade Durbrow, Sunstrand Engineering Co., Rockford; W. M. C. Kimber, Sword & Kimber Company, Philadelphia; C. E. Campbell, Nu-Way Corp., Rock Island; H. W. Sweatt, Minneapolis Honeywell Co., Minneapolis; L. H. Van Ness, Mercoid Corp., Chicago; R. S. Bohn, Preferred Utilities Co., New York; L. L. Jacobs, New Jersey Electrol Company, Paterson, N. J.

The new models showed a marked tendency to dress up the domestic burner so that it will be a thing of beauty and far removed from the sombre old-fashioned coal burner. Burners were exhibited finished in almost every color, including reds, oranges, yellows, greens and blues. A decided novelty was an advance showing of a combined boiler and burner, making a complete heat machine in a single unit.

## Water-Heater Quartet



Water heater sales on the Pacific coast should jump rapidly following a meeting recently of the four chaps above at the San Francisco headquarters of the Graybar Electric Company. Left to right they are: A. E. Julian, sales manager, Clark Electric Water Heater Division of McGraw Electric Company, Omaha; R. W. Kimberlin, merchandise manager, Graybar Electric Company, San Francisco; A. H. Nicoll, Graybar sales manager; and H. Layton Pfeiffer, Pacific Coast representative of Clark.



# The Most Amazing Radio Value Ever Offered !!!

## Crosley "Companionship" Series Models in Wood Consoles

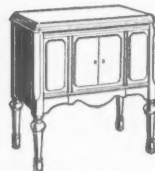


### The CHUM

This model is a useful inconspicuous, low 3 and 5-ply walnut veneer cabinet for use anywhere. An improved Dynacone moving armature electro-magnetic power speaker is concealed in the cabinet. Uses six tubes—two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push pull, and a No. -80 rectifier tube. Has built-in power supply incorporating genuine, trouble-free Mershon condenser. Dimensions: 28 1/2" high x 27" long x 14 1/4" deep. Amazingly low priced at only..... **\$75** Less Tubes

### The PLAYMATE

This beautiful wood model is built of two-tone walnut veneer. The set incorporates the seven-tube refined CROSLLEY Monotrad chassis. It uses two Screen Grid tubes No. -24, one No. -27 tube as a bias-type detector, one No. -27 as a resistance coupled first audio, two No. -45 tubes in push-pull, and one rectifier No. -80. The latest refined CROSLLEY Type "M" Dynacoil power speaker is concealed in the cabinet. Dimensions: 29 1/2" high x 28" long x 16 1/4" deep. No radio value ever approached this model at only..... **\$90** Less Tubes



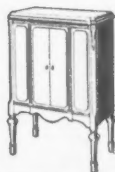
### The COMRADE

This set is enclosed in the same cabinet as the PLAYMATE but incorporates the refined CROSLLEY Unitrad eight-tube chassis, giving somewhat greater sensitivity and performance due to the use of three Screen Grid tubes instead of two. You've never seen so much value in radio for only..... **\$105** Less Tubes

For those of your customers who still wish to purchase radio sets housed in the higher cabinets, Crosley offers the two models shown below.

### The CRONY

An early American design console of 3 and 5-ply walnut veneer having center panel of rich golden maple with recessed dial panel. Heavy top and molding. Incorporates the refined eight-tube CROSLLEY Unitrad chassis and improved CROSLLEY Type "M" Dynacoil power speaker the same as in the COMRADE. Dimensions: 42" high x 27" wide x 14 1/4" deep. No such value in radio has ever been offered at the sensationally low price of..... **\$112** Less Tubes



### The PARTNER

This handsome cabinet, after the French manner, is built of two-tone walnut veneer with double doors of diamond matched panels which open to disclose the instrument panel and the speaker grille. The CROSLLEY PARTNER incorporates the refined eight-tube CROSLLEY Unitrad chassis and the improved CROSLLEY Type "M" Dynacoil power speaker the same as in the COMRADE and CRONY. Dimensions: 40" high x 28 1/2" long x 16 1/4" deep. An astonishing radio value for only..... **\$118** Less Tubes

## A NEW Screen Grid, Neutrodyne Circuit, Power Speaker, A.C. Electric, Low Utility Console Model at an Unheard of Low Price !!!

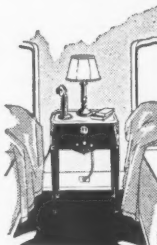
The eagerness with which the public has accepted the new CROSLLEY BUDDY and other models of the "Companionship" Series is conclusive proof that low utility cabinet sets are wanted! The reception accorded the BUDDY shows that there is an immense market for a low priced, reliable, Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set. Many who could not afford higher priced sets welcome the

BUDDY as a reliable means of enjoying radio. Others find it an economical way to provide several sets for radio reception in different rooms of the home. Get in touch with your Crosley distributor today. Get your share of the profitable business created by the amazing BUDDY model and its associate models in the new Crosley "Companionship" Series.



### As an End Table

the Buddy serves as a convenient resting place for books, magazines, ash tray, etc.



### As a Bedside Table

the Buddy provides ample space for night light, a book or two, telephone, etc.



### In the Dining Room

the Buddy provides entertainment and amusement and serves as a temporary resting place for many things.



**The BUDDY**  
**\$55.00**  
**LESS TUBES**

This handsome BUDDY model has a metal case with panels in beautiful burl walnut finish. The trim is silver and ebony inlay effect. The legs as shown are standard equipment.

An improved CROSLLEY Dynacone power speaker is included at the price, and is installed under the cabinet. Uses six tubes, two Screen Grid No. -24, one No. -27 as a bias-type power detector feeding into two No. -71-As connected push-pull, and a No. -80 rectifier tube. Has built-in power supply unit incorporating genuine trouble-free Mershon condenser.

Only 24 1/4" high, 17 3/4" long, 11 1/4" deep

Western Prices on All Models Slightly Higher

## THE CROSLLEY RADIO CORPORATION

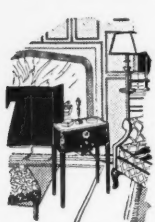
POWEL CROSLLEY, JR., President  
CINCINNATI, OHIO

Home of WLW—"the Nation's Station"



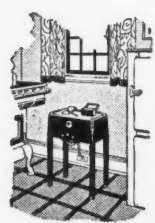
### As Occasional Table

the Buddy will become a real companion providing space for nut bowl, candy dish, etc.



### In the Library

the Buddy will enhance the enjoyment of any book by providing smoking materials at finger tips.



### In the Kitchen

the Buddy brings in cooking and baking lectures and provides a place for note book in which to jot down recipes.

YOU'RE THERE WITH A CROSLLEY

# CROSLLEY RADIO



## Spring Washer-Ironer Campaign Nets 705 Units

Washington Water Power 125 Per Cent Over Quota

SPOKANE, WASH. — Sales 125 per cent in advance of the quota set were made in the annual spring sale of Thor washers and ironers by The Washington Water Power Company, according to the announcement of Ross B. McElroy, assistant sales manager. During the campaign, from Feb. 24 to March 29, a total of 705 pieces were sold on the system.

The suburban districts, with a total quota of 394 pieces, sold 112 per cent of their quota while in the City of Spokane, where a quota of 137 pieces had been set, this quota was sold 155 per cent. Sales for the campaign were 50 per cent greater than in the sale of last spring.

Ironer quotas were fixed at 1 per cent of residential accounts and washer quotas at 1½ per cent. Payments were \$1 down and a minimum monthly payment of \$7.50 on a combined sale of washer and ironer. In the campaign 486 washers and 219 ironers were sold. In Spokane 70 per cent of the sales were for both washers and ironers. Sales in Spokane were by commercial salesmen while all employees of the suburban districts competed.

### W. A. Requa Dies

William A. Requa, founder of the Requa Electrical Supply Company, Inc., Rochester, N. Y., died at Coral Gables, Fla., March 20, following a long illness. He was active in the business bearing his name until two years ago when he retired. He was 75 years of age.

## Government to Make Appliance Analysis?

\$15,000 Asked to Study Electrical Devices

Washington, D. C. — To assist the American housewife in judging and understanding electrical household equipment, refrigerators, ranges, washing machines, etc., the Department of Agriculture have requested an appropriation of \$15,000 to start a competent analysis of the various devices.

The movement is being solidly backed by the American Home Economics Association who have obtained the support of hundreds of affiliated organizations in the work.

What the movement amounts to, in effect, is to provide a simple, brief appraisal which can be translated in a-b-c terms to the housewife. The dealer will be called upon to familiarize himself with these findings because it will be his job to translate them to the consumer. It is even proposed that the findings, in some concise code form will be attached to every household mechanical device in the form of a stamp or plate. This would obviate the necessity on the part of the housewife to cross-examine salesman on the comparative merits of various machines.

At the same time, the movement represents a turn-about on the part of American women. They have been told repeatedly that mechanical details are too difficult to explain. Their reply

is to descend on Washington with the demand that mechanical details not only be explained but explained in simple, one-syllable words.

Kansas' Senator Arthur Capper is sponsoring the bill. Said he: "The housewife spends large sums of money each year for electrical household equipment. These are not only large single items of expenditure but are the most difficult articles to purchase without some type of standard specifications and more information on their value and use than is now available.

"It is not only important at the present time that a beginning be made in setting up desirable specifications but the Bureau of Home Economics should carry on studies to serve as a basis of education material on the wide use of such equipment. This is especially important at the present time in view of the rapid expansion in the development of power which will be increasingly used in the home.

"The consumer will be the only one benefited by such studies, since manufacturers can use the results of these investigations not only in the educational of their patrons but in adapting their equipment to the needs of the household. Increased purchase of equipment will also be forwarded by such studies."

### I.E.S. Convention to Be in Richmond

NEW YORK, N. Y. — The Twenty-fourth Annual Convention of the Illuminating Engineering Society is to be held in Richmond, Va.,

from October 7 to 10, 1930, with headquarters at the Hotel John Marshall, according to an announcement made public today by the Society, 29 West 39th Street, New York City.

## Chicago World Fair to Feature Electricity

Immense Building to House Exhibits

A circular building of monumental proportions, possibly several hundred thousand feet in area, to contain a series of theaters with revolving stages, has been proposed for the electrical exhibits at the Chicago World's Fair in 1933. The proposal is contained in a report made by a group of leading electrical engineers to Dr. Frank B. Jewett, president of the Bell Telephone Laboratories, who is chairman of the National Research Council Science Advisory Committee, under the auspices of which the science exhibit plans for the exposition are being developed.

The sponsors of the plan have suggested that the building be called the Temple of Power.

It is planned to show exhibits of electric generation at one end of the building, at the other end, covering at least half of the entire building and also some of the open space, either on the outside or in an open court, it is expected that all the various applications of electricity in the home and in industry will be shown. The space between these two is to be devoted to exhibits showing transmission, conversion and distribution of electricity.

### Costello New Manager of Syracuse Lighting Company

SYRACUSE, N. Y. — John M. Costello, assistant vice-president of the Buffalo, Niagara & Eastern Power Corporation, has been made general manager of the Syracuse Lighting Company, according to A. Dean Dudley, vice-president. Mr. Costello has been executive manager for the eastern division of the Niagara, Lockport & Ontario Power Company for a number of years. Previously he was district manager

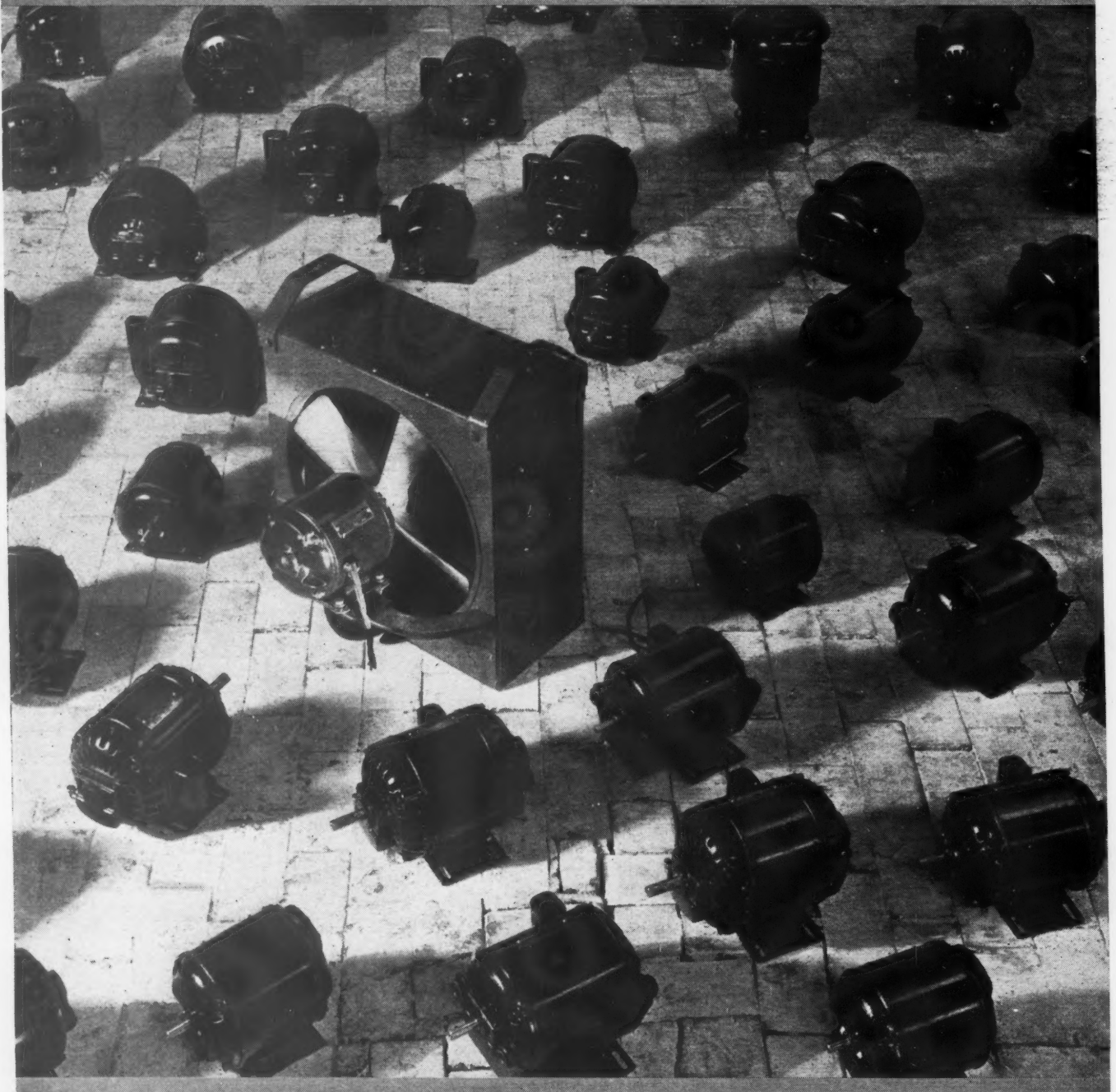
### Rex Cole Throws a Party

When Rex Cole, General Electric refrigerator distributor for New York, has a little sales convention, he does the thing in a big way. Here is a shot of some of the participants at the dinner which ended the convention.



# Stop Motor Complaints

If motors are responsible for an appreciable part of your complaints, you have not the right motor for your job. The use of small motors is growing so fast that Wagner is able constantly to improve small-motor performance. You should check your present motor against the latest improvements in Wagner Motors. No one can risk being behind competition.



## Wagner, Quality

There is a right Wagner Motor for every job, because Wagner builds every commercial type of a. c. motor.

Literature on Request

**WAGNER ELECTRIC CORPORATION**

6400 Plymouth Ave., St. Louis

Sales and Service in 25 Principal Cities

**PRODUCTS . . . FANS . . . DESK . . . WALL . . . CEILING**  
**TRANSFORMERS . . . POWER . . . DISTRIBUTION . . . INSTRUMENT**  
**MOTORS . . . SINGLE-PHASE . . . POLYPHASE . . . DIRECT CURRENT**



## Electrical Men in the Month's News



Walter F. Tant, president, Silent Automatic Corporation, Detroit, becomes seventh president of the American Oil Burner Association.



Oliver R. Hogue, Commonwealth Edison Company, Chicago, newly-elected president of the Illinois State Electric Association.



Edward D. Kilburn resigns as vice-president and general sales manager of Westinghouse to engage in private business. He will occupy offices at 150 Broadway, New York.



R. J. Emmert, former head of Delco Products, becomes president and general manager of General Motors Radio Corporation, Dayton, O.

### Hurley Launches Employee Ownership Plan

To Sell Stock on Installment Basis

Chicago, Ill.—The Hurley Machine Company, division of Electric Household Utilities Corporation, have announced a customer stock ownership plan whereby every employee, salesman or customer of the Hurley Company may buy stock in the company on a partial payment plan.

The plan, according to E. N. Hurley, Jr., president, is not a new stock issue and is not intended as a new financing measure for the company. It is, rather, giving house managers, jobber's salesmen, central station employee or dealer an opportunity to become part of the company. They may buy not less than five nor more than 25 shares at \$1 per share less than the open market price on a down payment of 10 per cent; monthly payments to amount to five per cent of the purchase price.

### Marshall New Ad Manager for Robbins & Myers

Robbins & Myers Sales, Inc., Springfield, Ohio, announce the appointment of Mr. R. F. Marshall, of their advertising department, as advertising manager.

### Kelvinator Has Biggest March

March was the greatest month in the history of the Kelvinator Corporation, according to H. W. Burritt, Vice-President in Charge of Sales. Shipments during March were the largest ever made by Kelvinator in any one month, and two and one-half times those made in February.

More ice cream cabinets were shipped in March than in any other month during the many years of Kelvinator's cabinet business.



S. H. Pittman becomes manager of the sales promotion section, domestic appliance department, Westinghouse, with headquarters at Mansfield, O.



Whipple Jacobs, general sales manager, Belden Mfg. Company, Chicago, and Richmond, Ind., recently elected vice-president of the company.

### Williams Sales Up

Show 29.6 Increase for 5 Months of Fiscal Year

A sales increase of 29.6 per cent for the first five months of the fiscal year beginning Nov. 1, 1929, as against the same period last year, is reported today by the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill.

"There is every indication that the 1930 Oil-O-Matic spring campaign which started April 1 will be the most effective retail campaign ever conducted by the Williams' dealer organization," says Vice-president Walter W. Williams. "More dealers are registered than in any previous campaign. Factory representatives report maximum retail activity throughout their respective districts."

### Powell Heads Eastern Office of Lamp Works

A. L. Powell, widely known for his many and varied activities in the field of illuminating engineering, has been named manager of the eastern engineering branch of the Edison Lamp Works and the National Lamp Works of the G. E. Company.

### Bullington Appointed General Sales Supervisor of Westinghouse

Formerly Detroit Manager

EAST PITTSBURGH, PA.—L. C. Bullington, formerly manager of the Detroit Office of the Westinghouse Electric and Manufacturing Company, recently was appointed General Sales Supervisor of that company with his office at the East Pittsburgh Works.

Mr. Bullington has had wide experience in Central Station work, and is intimately acquainted with the problems of the electric service companies. He is a member of the American Institute of Electrical Engineers, the Pittsburgh Athletic Association and the Detroit Chamber of Commerce.

### New Hoover Building Completed

Formal inspection by the families of employees and invited guests of the new engineering building of the Hoover company, North Canton, Ohio, maker of Hoover electric cleaners, recently, marked the completion of a \$500,000 building program that was begun in March last year.

### Study Shows Radio Volume in 1929

\$135,845,635 by 25 per cent of outlets

WASHINGTON, D. C.—An aggregate business of \$135,845,635 was reported for the year 1929 by 10,455 radio equipment dealers, who embrace about one-fourth of the dealers in the United States, according to a statement issued by the Electrical Equipment Division of the Department of Commerce in conjunction with the Radio Division of the National Electrical Manufacturers Association. Sales of 862,599 electric sets and 35,197 battery sets were reported. In the fourth quarter of the year 403,932 sets were sold, valued at \$59,248,585.

Data showing the seasonal variations in volume of business during the four quarters of 1929 are as follows: First quarter, 22.7 per cent; second quarter, 15.8 per cent; third quarter, 23.2 per cent, and fourth quarter, 38.3 per cent. As 40 per cent is generally representative of volume during the fourth quarter, the 1929 figure of 38.3 per cent is almost normal.

In 1928 sales reported by 6,569 dealers were 447,000 sets valued at \$70,877,517; in 1927 sales by 7,737 dealers were 441,000 sets valued at \$90,785,000.

The recently published study of the operations of 44 representative radio retailers in 1928 will be followed up immediately by another questionnaire covering 1929 business. The schedule will be sent to approximately 400 dealers. The returns will be tabulated promptly in order that a comparison may be made with the trends reported in the 1928 schedule. The primary purpose of this sampling study, as explained by Marshall T. Jones, chief of the Electrical Equipment Division, is to establish the relationship of sales to other factors in radio merchandising.

## New Jobs

R. H. Herschman, 34 W. 33rd Street, New York City, has been made district manager in the New York Metropolitan District for Triad radio tubes.

W. T. Burnham has been appointed advertising and sales promotion manager of General Distributors, Ltd., Vancouver, B. C., distributors of Rogers-Majestic radio.

K. E. Campbell has been named manager of The Electric Corporation in Seattle, Wash., and H. Hunziker as manager of the radio department of the company. The Electric Corporation is distributor in the Seattle territory for the American Bosch radio.

The May Oil Burner Corporation has recently appointed two new members to its staff in the persons of Millard Bennett and C. J. Cooper, Jr., the latter to assist P. H. Jacobson, district manager in Chicago, and the former to operate in New England territory with headquarters in Boston.

Jesse E. Lauderdale, formerly sales manager for Curtis Lighting, Inc., Chicago, who has been in Los Angeles supervising the work of the company in that district, is to remain in Los Angeles as district manager.

The Delta-Star Electric Company, Chicago, Illinois, announce that Hugo Van Rosen, who for several years has been in charge of the Boston Office, has been transferred to the Chicago Office in the sales engineering department.

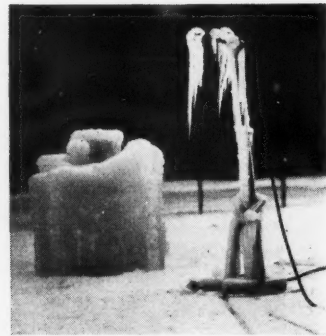
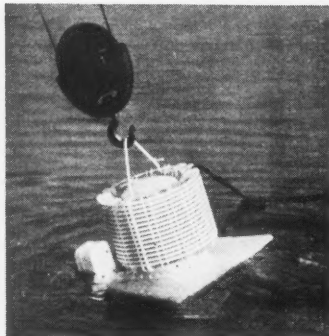
Gordon J. Malone, formerly of Boston, has been named northwest manager of the Kelvinator Corporation, with offices in Seattle, Wash. Mr. Malone, before coming to Seattle, was sales manager in the Boston and New England territory for Kelvinator.

W. B. Michaels, formerly manager of Alfred P. Brown, Inc., Seattle, has been named

There's no end to the abuse refrigerators are put to.



## Another Publicity Stunt



At the N.E.L.A. Convention last year, Kelvinator dropped one of the refrigerators from an airplane into the ocean off Atlantic City where it was picked up and brought ashore. Now the General Electric Company, not to be out-done in this rough, he-man treatment of their product, are starting a unique campaign to show that the G-E refrigerator will stand any kind of abuse and will operate under any condition whether it be the fire, water, or ice test. Distributors are tying in with a "Drowned in Water" demonstration and display.

Northwest factory representative of the Ilg Electric Ventilating Company.

J. J. Ryan, formerly sales manager of the Seattle branch of the Electro-Kold Corporation, manufacturer of electric refrigerators, has been made manager of the Electro-Kold Sales Company of Portland.

### Luckiesh Directs Research for Edison-National Lamp

M. Luckiesh, who was director of the Lighting Research Laboratory, National Lamp Works of the General Electric Company, Nela Park, Cleveland, before the consolidation of the Edison Lamp Works and the National Lamp Works, is now director of the Lighting Research Laboratory, Edison Lamp Works - National Lamp Works, General Electric Company, with headquarters at Nela Park.

## ABC Declares Extra Dividend

### 39 Per Cent Increase in Unit Sales

An extra dividend of 65 cents on the common stock, together with the regular quarterly dividend of 35 cents, has been voted by the directors of Altorfer Bros. Company, Peoria, Ill., makers of ABC washers, payable May 1 to stockholders of record April 15. The regular quarterly dividend of 75 cents on the convertible preference stock also was declared, according to President Silas H. Altorfer.

Increase in unit sales of 39 per cent in March over the same month in 1929 is also reported. For the first quarter the increase over 1929 is 40 per cent. The company is planning an extensive expansion of retail outlets. It is declared increased earnings are more than keeping pace with the increased sales.

## Douglass with Copeland Products

### Heads Advertising and Sales Promotion

MT. CLEMENS, MICH. — Ralph M. Douglass, former advertising manager of Kelvinator Corporation and of Silent Automatic Corporation, domestic oil burner manufacturers, has been named director of advertising and sales promotion of Copeland Products, Inc., manufacturers of electric refrigeration. He succeeds William S. Race, resigned. Douglass is a graduate of Lake Forest University, and for six years was in charge of advertising and promotion at the Detroit College of Law and Detroit Institute of Technology. During the war he was a commissioned officer in the U. S. forces.

## Real Railroad Men



In the Lionel Corporation's contest for the best photograph by a boy of a model railroad, the pictures submitted were judged by the group above. Left to right: A. E. Staub, Lackawanna R.R.; J. M. Condon, Erie R.R.; "Uncle Don" Carney, radio announcer, and J. L. Cowan, president, Lionel.

## SHOWS and CONVENTIONS Coming

Nat'l Elec'l Wholesalers Assn. Spring Meeting	Hot Springs, Va.	May 26-30
Nat'l Elec'l Mfrs. Assn. Spring Meeting	Hot Springs, Va.	May 19-23
Westinghouse Agent-Jobbers' Assn., Annual Meeting	Hot Springs, Va.	May 28-31
National Electric Light Assn. Annual Convention	San Francisco, Cal.	June 16-20
N.E.L.A.—Michigan Section Annual Convention	Mackinac Island, Mich.	July 1-3
N.E.L.A.—Southwestern Geographic Division Annual Meeting	Hot Springs, Ark.	May 6-9
Nat'l Assn. of Manufacturers of Heating and Cooking Appliances Annual Meeting	New York, N. Y.	May 15-16